

CHAPTER FIVE

HUMAN SERVICE PLANNING

A. Defining Human Service Planning

One of the primary purposes of this Element is to provide a framework for human services planning in Sunnyvale.

In the largest sense, human service planning means planning activities that are oriented to meeting the educational, economic, cultural, social, recreational and health needs of people. These human services needs are inextricably tied to the other services that governments provide (e.g. safety services), in that one's sense of well-being is based upon the whole environment and its ability to meet the needs of each individual.

The research of Maslow²⁵ provides a good model for understanding relationships among the different factors. Maslow's theory of "hierarchy of needs" postulates that an individual's sense of well-being is threatened unless certain "basic needs," such as economic security and safety, are served. Once these are met, individuals also strive to have other psychological needs met in order to become "self-actualizing" or reach their potentials.

Applying this to the relationship between government and the individual, government must address basic needs among its highest priorities, otherwise, there would be much dissatisfaction with government by its citizenry and heightened demand for services that address basic needs. Taken further, this model would hold that services such as cultural programs address needs that are higher in the hierarchy, and while not critical to survival, are desirable in order that individuals can become self-actualized. Therefore, the needs and demands for services from a constituency can change

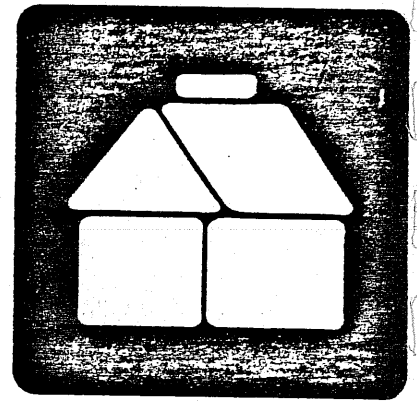
25. Maslow's theories are generally well-accepted as a good basis for understanding what motivates human behavior.

rather rapidly if environmental conditions are changed such that public well being is threatened. Macro examples of this phenomenon include conditions such as plagues, economic depressions and natural disasters.

It is obvious that the different levels of federal, state and local governments offer differing combinations and types of services. The federal government generally concerns itself with security issues, such as national defense and national economic security. State governments tend to be most concerned with safety, health, education and economic security. Local governments tend to provide services as extensions of federal and state governments (via grants, other incentives and mandates) and through local choice. Most services provided through counties of California are provided as an extension of federal and state governments, and little taxing-authority is provided for locally-determined programs. Cities, on the other hand, have considerable choice in determining programs because they have local taxing authority, with discretion over the purpose of the expenditures. However, it is also the case that each level of government offers services that span the range of human needs, as each of these services have constituencies that demand them.

It can be seen through the model that human service needs are quite fluid and that human services are to some extent undefinable. As a practical matter, human service planning should be directed to identifying issues that are essential to the physical and psychological well-being of a community, prioritizing their importance and finding ways to address those needs. The straightforward, theoretical approach must also be balanced against the desire to meet most of the needs of most of the constituency, and the very real resource limitations that governments have to provide such services. For example, if it was assumed that economic security and safety should be provided for all citizens as the top priority, there would be no funds available for services that represent higher (in the hierarchy) levels of needs, such as recreational or cultural services.

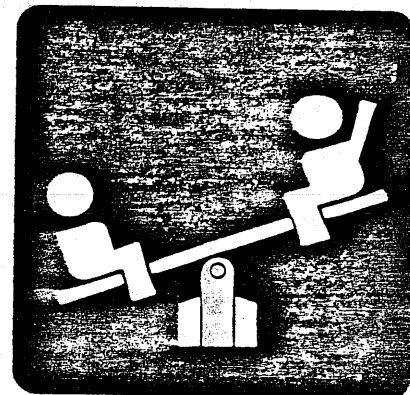
There is also the phenomenon that each level of government is very reluctant to assume the responsibilities for meeting needs that are perceived to be within the scope of service of other levels of government. For instance, state governments would reject the role of providing economic security to the aged (via Social Security and MediCare) because they would want to avoid the financial and political responsibilities that accompany such programs. Once



H O U S I N G

a level of government opts to provide a particular service it becomes entrenched in the expectations of the public that the service should be provided continuously. Divestiture of the service is extremely difficult. For that reason, broad policy changes are exceedingly difficult to implement without the infusion of new funds to ease the pain of transition.

Human service planning is a most important role for governments. Oddly enough, however, this function is seldom if ever practiced as a distinct activity. Rather, such planning, if it happens at all, occurs somewhat haphazardly and often in response to demands from special interest groups to address certain needs. However, once implemented, human service programs tend to become institutionalized and subject to the on-going planning processes of governments. For example, youth recreation programs provided by local government agencies were originally instituted, at least in part, because of cultural/lifestyle changes whereby substantial numbers of youth had a great deal of free time on their hands, where they had previously worked to support their families. Youth recreational programs are now a traditional component of local governmental services, and, as such, are institutionalized as a segmented planning process for most local governments.



K I D S

Though the definition of human services is a very broad one, the popular usage of the term tends to refer primarily to health services and social services. Thus, we have what we call "human service agencies" that consist of a vast network of government agencies, non-profit agencies and even private-for-profit agencies that provide these types of services. Counties in California are often thought of as agencies that provide human services, funded primarily by the State. Conversely, cities in California are ordinarily not thought of as providers of human services; rather, they usually provide few strictly health or social services.

When we speak of human services planning in this Element, we mean a broad definition that relates to planning of human services policies/programs to achieve a community sense of well-being. Thus, human services planning encompasses a holistic perspective about what City government is all about. Adopting this definition means that we commit that our "traditional programs" will be constantly evaluated in light of changed community needs, we will monitor community needs on an on-going basis, and new responses to identified needs will be considered in light of changed community needs and desires. Human service planning, because it incorporates a broad perspective, is not a discrete activity that occurs once a year. It is a commitment

to be open and responsive to changed conditions and new ideas, assess a community's needs on an on-going basis and take into consideration the human and social needs of the City's populace.

A Socio-Economic Element of a General Plan is a unique part of a city's General Plan, and few cities have a similar element. It is not state-mandated, as are many Elements of the General Plan. Its intent is to provide a comprehensive basis for action that the City contemplates and implements in non-traditional (for cities) areas of human service. To establish this policy basis, many non-traditional issues and services were examined in previous chapters of this Element.

B. City Role in Human Service Planning

The City has traditionally taken on a limited role in the planning and offering of human services. This is not unusual, as few California cities have been significantly involved in the human services arena. From a City perspective, the provision of human services to the local community has been largely left up to federal, state and county agencies, and non-profit and for-profit private agencies. (Often funding flows through each level down to the County and non-profits.) The exception is where the City is a direct grant recipient of Federal funds, such as CDBG, where the City is directly involved in providing services.

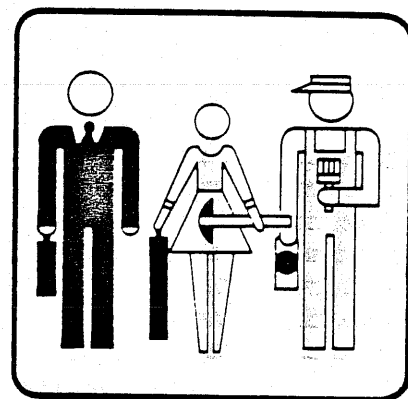
As Sunnyvale matured in terms of its community developing and its population stabilizing, the traditional approach to the City's role in human services was abandoned. It became apparent that the City had a substantial interest in the quality of human services available to the residents of the community, particularly for those who had a financial need.

There are a multitude of reasons for this change in the point of view of City officials. The effect of changes in public policy, particularly at the federal level, combined with increased citizen awareness of its influence in shaping public policy at the local level, had a great deal to do with the change. Though a simplification, the following events indicate some of the influences on the change in attitude about human services in Sunnyvale:

- o The policies of the Johnson Administration, particularly "New Federalism," provided a direct funding link between Federal and local governments. A side effect of this was to include local governments in some

human service decisions where they had previously not been involved.

- o Through the late 60's and early 70's, funding for human services grew steadily. Federal and State grants to counties (and, in some cases, cities) for human services programs were in relative abundance. In 1976, CETA public service funding provided another significant resource for human services providers. Generally, the County had served as a focal point for funding. Because of its new role in the CETA program in allocating public service positions to human service providers, the City became involved in funding decisions.
- o In 1977, as a result of its interest in creating public policy as it related to human services, the City commissioned the report, Policy: Decisions for People, which identified socio-economic issues and recommended City policies and actions. Significantly, one of the recommendations was to create a Social Element for the General Plan.
- o Most recently, the funding problems of federal, state and county agencies have had a most significant impact on human services provided in the County. The competition for funds by human services providers has grown fierce. The elimination of CETA public service employment and a County budget crisis have conspired to place cities, including Sunnyvale, in the position of providing some financial support for human service providers, or otherwise see the programs eliminated.



J O B S

C. Human Service Policies

In the midst of the events noted above, the City became aware of the need to organize and better manage the demands placed upon it for involvement and influence in human services. In 1977, the City adopted a "Human Services Policy," with the stated purpose of recognizing human service needs and assuring that needs are met in the most efficient and cost-effective manner. (See Appendix.) The policy cast the City in the role of a "gate-keeper" to assure that human service needs in the City are met

(except for those instances where the City was a direct grantee of intergovernmental funds, such as JTPA, and would serve in the role as direct service provider). One of the policy precepts that has been realized to a great degree is the notion that an appropriate City role is to "leverage" the provision of human services. The tools that tend to do that are incentives for the co-location of services in Sunnyvale and the provision of limited funds to human services agencies. These policies have led to a stronger fabric of human service agencies in Sunnyvale that are more responsive to the needs of Sunnyvale residents. The best examples are the range of services that are now available at the Senior Multi-purpose Center that were not previously available and the significant number of non-profit human service providers that receive limited City subsidies.



E L D E R L Y

In 1981, the City added Program 521: Human Services Management to its budget to provide a management system for human services. The Program was organized for two purposes: to provide a system to administer requests for funding from human service providers; and to coordinate the assessment of human service issues and the implementation of actions to address priorities. Commensurate with the creation of Program 521, the City also adopted an "Outside Groups Funding Policy," which established conditions under which the City would fund human services programs proposed by community groups. (See Appendix.)

Program 521 is significant in that it created the capacity for the City to adequately evaluate proposals and on-going programs, and established the role of its citizens in the process by requiring that all outside requests and programs be evaluated by citizens commissions appointed by Council. It is also significant that it implemented an overall coordinating mechanism for requests for funds from cultural and arts groups. CDBG-eligible groups, as well as human service providers.

It is important to note that with the exception of CDBG, where a three-year plan exists, the City does not set priorities of its human services needs on a regular basis. Rather, it generally relies on the funding process to serve as a vehicle to identify the important needs by virtue of how proposers demonstrate the need in their

applications, particularly as those needs relate to adopted General Plan goals, policies and action statements.

Another unique feature of the process is that the City does not "set aside" an allocation for human service programs. Rather, it reviews each request on its individual merit and determines whether City funding is appropriate or not, based to a large extent on the strength of the program's relationship to existing City policies. The programs recommended for funding are placed in priority relative to other City programs. Provided that adequate revenues are available, the priority programs are usually funded.

D. The New Era of Human Services Management and Funding

Community groups that provide human services have been forced to seek new sources of revenues in response to funding reductions at all levels of government. As federal, state and county funds have dried up, these groups have turned to cities for financial support. All Santa Clara County cities have reported significant increases in funding requests from human services agencies in the past few years.

Government funding sources, particularly the County, have forced providers to diversify their funding sources. (In other words, accept less funds and find other funders.) This has led to what United Way calls "retrenchment- and transition" in its publication of the same name (1982). With the County put into the position of responding to only the mandated and critical needs, the human services network has been hard hit.

Based upon the above changes, it is evident that cities will continue to share a substantial role in funding needed human services. The creation of Program 521: Human Services Management in Sunnyvale is but one example of how cities have adapted to the responsibility. Cities have also devoted more staff time to analyzing human needs and programs that turn to them for financial support.

The cities and the County are not alone in this endeavor. United Way of Santa Clara County provides an annual allocation, which varies year-

to-year depending on the donation response (\$14.9 million was allocated for FY87/88), to fund human services groups, far more than what the cities collectively provide. As a primary source of funds, United Way shares major responsibilities with governmental agencies for monitoring the human services network. It is essential that a productive link be developed between government agencies and United Way.

It can be expected that as Sunnyvale matures, there will be continuing demand for the City to take on more non-traditional human services, as well as continuing demands from other constituencies. It is obvious that the City cannot respond to all requests or even take up much of the slack for federal, state and county reductions should they continue. The City has certain basic services (e.g., public safety) that it is chartered to provide, and fiscal resources have real limitations. Therefore, human services planning takes on heightened importance. It must be broad-based in approach, and consider as its goal the collective sense of well-being of the Sunnyvale community.

E. Conclusions

This element has reviewed a vast array of topics and issues, with an orientation to the human needs of the community. It has also provided background about the human services policy framework of the City, which in part explains why the City has chosen to become involved in providing some human services, but not others. The existing policy framework is somewhat sensitive to the demands of the constituency while at the same time restraining the resources allocated to address human service needs on the basis of their relative relevancy to adopted City goals and policies, frequently found in other elements and subelements. As noted, the City has not traditionally been a major player in the direct provision of human services programs, but that role is evolving and, given present trends, it appears that the City will be providing more of these services in the future.

However, the City must not go blindly down this path. There are real resource restraints that limit what the City can do in all areas of programming, and these resource limits mean that the City must make some hard choices about the priorities that should be addressed.

The existing Human Services Policy and the existing Outside Group Funding Policy have both served the City well. The former well-articulates the orientation of the City to serve primarily in the "advocacy/coordination" role for human services, and the latter establishes a process by which human services agencies can apply for grants/subsidies from the City to meet community needs. What the creation of this Element has done, however, is to identify many issues in the community that are not addressed by other Elements/Subelements and in most cases by no City program. The Goals, Policies and Action Statements in the following section are a direct product of those issues/topics that were addressed in the Element, and the policy statements are indicative of the priority that is to be given to funding requests or consideration of other City involvement. The issues that are covered in the Goals, Policies and Action Statements serve to direct City resources to the extent that they are devoted to human services planning, evaluation of funding requests and future City action.

Ref: Goal 5.1I

Ref: Goal 5.1K

**City of Sunnyvale
SOCIO-ECONOMIC
Community Condition Indicators**

	Actual 1979-80	Actual 1986-87	Actual 1987-88
DEMOGRAPHIC CHARACTERISTICS			
5.1 City population	106,618	115,049	115,225
5.2 Youth population (18 and under)	25,300	25,900	25,810
5.3 Adult population (19 and over)	81,318	89,149	89,415
5.4 Elderly population (65 and over)	8,500	9,950	10,370
5.5 Elderly population at or below poverty level	unknown	360	360
5.6 Population living at or below Federal poverty level	5,300	5,150	2,875
5.7 Number of children enrolled in Sunnyvale School District			
Number of Children K-6	4,135	3,987	4,118
Number of Children 7-8	1,292	1,155	1,033
5.8 Number of female single heads of household	3,987	4,455	4,459
5.9 Sex			
Number of males	52,849	56,949	56,978
Number of females	53,769	58,100	58,247
5.10 Civil labor force	71,040	73,500	73,582
5.11 Unemployed residents	4,200	2,700	2,567
5.12 Persons receiving AFDC	4,050	3,500	2,048
5.13 Persons receiving GA	178	165	73
5.14 Persons receiving food stamps only	535	450	160
5.15 Total occupied households in city . . .	44,300	48,000	48,245
5.16 Persons per household	2.43	2.37	2.41
5.17 Renter-occupied units	21,707	23,681	22,813
5.18 Disabled, non-institutionalized population aged 16-64 needing vocational rehabilitation services	2,575	2,750	2,765
5.19 Number of White residents	75,805	81,800	81,809
5.20 Number of Black residents	2,239	2,416	2,416
5.21 Number of Asian residents	15,460	16,682	16,707
5.22 Number of Hispanic residents	12,368	13,346	13,366

Community Condition Indicators (continued)

		Actual 1979/80	Actual 1986/87	Actual 1987/88
ECONOMIC CHARACTERISTICS				
5.23	Number of business licenses	N/A	6,556	7,072
5.24	Gross Sales	\$942,920,000	\$1,500,493,500	\$1,683,237,000
5.25	Number of hotel rooms	1,682	2,657	2,920
5.26	Vacancy rates of hotel rooms	25.9%	35.53%	33.63%
5.27	Assessed valuation	\$2,742,288,000	\$5,829,693,000	\$7,883,384,526
5.28	Average selling costs of homes			
	Single family homes	unknown	\$220,650	\$291,500
	Condominiums/Townhouses	unknown	\$146,450	\$149,800
5.29	Average rent for three bedroom apartment	\$665	\$992	\$1,038
5.30	Number of employees working in Sunnyvale	117,648	134,388	138,320
5.31	Number of persons employing ove 1,000 persons	14	10	11
5.32	Number of employees of largest 20 private employers	N/A	50,517	55,573
5.33	City unemployment rate	5.5%	3.5%	3.3%

GOALS, POLICIES AND ACTION STATEMENTS

INTRODUCTION

The Socio-Economic Element establishes a set of integrated goals, policies and action statements which provide policy direction for matters related to human services and some aspects of economic development. This Element views issues from an overall human services planning perspective. These matters tend to be those that are not addressed by other Elements of the General Plan (e.g., Housing, Community Development), though there is some overlap. Goals, policies and action statements in this Element are consistent with those of other Elements where overlap exists.

The goals, policies and action statements of the Socio-Economic Element are based on certain assumptions. They are:

Assumptions

1. The current relationship among residential, commercial and industrial development in the City will remain more or less the same in the future, though ways of providing additional housing and reducing future job growth will be considered.
2. Continued economic vitality of the City is important, and the City should take appropriate actions to maintain its economic base.
3. The high cost of housing is a major determinant of who lives in Sunnyvale and strongly shapes the demographics of the City.
4. The population of Sunnyvale, which experienced rapid growth between 1960 and 1980, will grow slowly in the future, to an estimated 123,200 by the year 2000.
5. The proportion of the population of Sunnyvale of older adults will increase, and the demand for services for older adults will increase as well.
6. After years of declining enrollment and school closures, the number of school age children living in Sunnyvale will increase, leading to the reopening of closed schools and changed service demands in the City.

7. The minority population in Sunnyvale will continue to grow, which may require alteration of some services.
8. The Federal Government will continue to reduce its funding for human services to local communities, and community based agencies will continue to request financial support from cities to meet human service needs.
9. The pressure for employment expansion in Sunnyvale will continue, and this should be balanced against the need to provide affordable housing and adequate transportation.
10. The human service needs of the population will continue to exceed the ability of governments and private institutions to meet them.
11. It is not appropriate nor financially feasible for the City to become a major provider of non-traditional (for cities) human services. The primary governmental providers of these services are the County, State, and Federal governments, with the City in a support role.
12. Though the City is now financially sound and able to provide limited support for certain human services programs, unforeseen changes in the environment could force the City to reduce or eliminate some of its funding for such programs.
13. It is appropriate for the City to facilitate the provision of human services and to assure that Sunnyvale residents receive equitable delivery of human services from government and non-profit providers.

Demographics and Neighborhoods

GOAL 5.1A Preserve and enhance the physical and social environment and facilitate positive relations and a sense of well-being among all community members, including residents, workers and businesses.

- POLICY 5.1A.1** Encourage citizen and business participation in City policy decisions and civic affairs and assure that all of the City's residents have equal opportunities to participate. (Refer to the Community Participation Subelement for related goals and policies.)
- POLICY 5.1A.2** Strive to assure that all residents have equal access to City services.
- POLICY 5.1A.3** Ensure an integrated planning approach that considers all elements of the City's General Plan in establishing long- or short-range plans, goals and objectives for the City.
- POLICY 5.1A.4** Maintain City facilities and City properties to a high standard of maintenance and promote a positive aesthetic appearance in the neighborhoods.
- POLICY 5.1A.5** Maintain City neighborhoods as safe, healthy places to live.
- POLICY 5.1A.6** Encourage neighborhood patterns that encourage social interaction and avoid isolation.

Economy and Employment

GOAL 5.1B Maintain and establish policies that promote a strong economy which provides economic opportunities for all Sunnyvale residents within existing environmental, social, fiscal and land use constraints.

- POLICY 5.1B.1** Provide existing employers with opportunities to expand employment within land use constraints and in accordance with regional planning goals.
- POLICY 5.1B.2** Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.
- POLICY 5.1B.3** Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.
- POLICY 5.1B.4** Participate in regional efforts to respond to transportation and housing problems caused by economic growth in order to improve the quality of life and create a better environment for business to flourish.

Action Statements

- 5.1B.4a** Support land use policies to achieve a healthy relationship between the creation of new jobs and housing.
- 5.1B.4b** Support regional revenue raising efforts to fund needed highway and transit improvements.
- 5.1B.4c** Support transportation demand management programs and other ride sharing programs county-wide.

GOAL 5.1C Endeavor to maintain a balanced economic base that can resist downturns of any one economic sector.

- POLICY 5.1C.1** Support efforts to establish Sunnyvale's downtown area as a strong commercial center for the City.
- POLICY 5.1C.2** Monitor revenues generated by different economic sectors on an on-going basis.
- POLICY 5.1C.3** Maintain an attractive business community.
- POLICY 5.1C.4** Promote business opportunities and business retention in Sunnyvale.
- POLICY 5.1C.5** Support land use policies that provide a diversified mix of commercial/industrial development.
- POLICY 5.1C.6** Consider development of a strong business retention program.

GOAL 5.1D Support efforts to create employment opportunities for economically disadvantaged individuals, disabled individuals, minorities, women, youth and others with special employment needs.

- POLICY 5.1D.1** Support reforms to the welfare system that will provide positive incentives to those on welfare to enter the workforce and decrease welfare dependency.
- POLICY 5.1D.2** Support federal programs, such as JTPA, aimed at increasing employment opportunities for groups with special employment needs.

Education and Training

GOAL 5.1E Support efforts to improve the availability and quality of education made available in Sunnyvale.

- POLICY 5.1E.1** Support educational reforms that will cost-effectively result in better education.
- POLICY 5.1E.2** Support unification of school districts within the Sunnyvale City limits.
- POLICY 5.1E.3** Support legislation that will provide appropriate state funding for kindergarten through 12th education in Sunnyvale, including funding for extracurricular activities.
- POLICY 5.1E.4** Support reforms to the State's school formula based upon average daily attendance to recognize actual needs of funding for schools.
- POLICY 5.1E.5** Support legislation returning more local control to boards of education.
- POLICY 5.1E.6** Support and/or consider the feasibility of attracting higher education into Sunnyvale and the region.
- POLICY 5.1E.7** Support reforms to improve educational quality.
- POLICY 5.1E.8** Support appropriate funding for community colleges serving Sunnyvale.

GOAL 5.1F Provide job training and employment services, within constraints of operative Federal regulations and available Federal funding, to address the locally-determined employment and training needs of economically disadvantaged residents and others with special needs.

POLICY 5.1F.1 Participate in JTPA as a service delivery area as long as adequate Federal and State funding for the program is available, legislation remains essentially intact and the program can be cost-effectively administered.

Action Statements

- 5.1F.1a Develop an annual job training plan responding to local economic needs.
- 5.1F.1b Support strong private sector involvement (through the Private Industry Council) in developing local program goals and objectives.
- 5.1F.1c Develop program alternatives to address the unique needs of special populations, such as youth, seniors, the disabled, welfare recipients and others.
- 5.1F.1d Develop a comprehensive, flexible delivery system oriented to placing participants in employment opportunities with future potential.
- 5.1F.1e Cooperate to the maximum extent feasible with other Federal, State and local agencies providing similar services or serving common clients.
- 5.1F.1f Stress performance outcomes in setting program objectives and monitor and evaluate performance in relation to those targets on an on-going basis.
- 5.1F.1g In event that federal/state funding for job training services is insufficient to continue City sponsorship of a Service Delivery Area, the City will consider alternative delivery systems that will assure effective delivery of job training services to Sunnyvale residents.

POLICY 5.1F.2

Support Federal job training and related legislation that maintains the primary role of local governments for serving economically disadvantaged and others with special needs.

Action Statements

- 5.1F.2a Support legislation that establishes an active participating role for the Private Industry Council.
- 5.1F.2b Support legislation that establishes local service delivery areas responsive to local needs.
- 5.1F.2c Support adequate funding for the program, based upon a formula that is realistically based on the needs of the local areas.

Health and Social Services

GOAL 5.1G Enhance the provision of health and social services to Sunnyvale residents by providing opportunities for the private marketplace to meet the health and social service needs of City residents.

- POLICY 5.1G.1** Encourage the co-location of health and social service providers in Sunnyvale to facilitate the availability of such services.
- POLICY 5.1G.2** Provide incentives, such as co-location privileges or rent subsidies, to attract private agencies to provide needed health and social services.
- POLICY 5.1G.3** Support measures to reduce the number of individuals who are uninsured for medical coverage, including catastrophic illnesses.

Action Statements

- 5.1G.3a** Develop and maintain an active policy on health insurance, that establishes a national or statewide plan of coverage, but does not unnecessarily burden employers with the financial responsibility for covering the added costs.

GOAL 5.1H Identify pressing health and social needs of the Sunnyvale community, encouraging appropriate agencies to address these needs in an adequate and timely manner.

- POLICY 5.1H.1** Support efforts to increase the availability, quality and affordability of childcare in North Santa Clara County.

Action Statements

- 5.1H.1a** Support involvement of employers in the provision of childcare services for their workers.
- 5.1H.1b** Support measures that increase the number of childcare programs available to Sunnyvale residents and workers.
- 5.1H.1c** Support state and federal measures that provide financial subsidies to low income workers for childcare.
- 5.1H.1d** Support the availability of information and resource referral services in North County.
- 5.1H.1e** Support appropriate legislation that will increase the availability and quality of childcare.
- 5.1H.1f** Develop and maintain an active childcare policy that specifies City role in the childcare area.

POLICY 5.1H.2

Support non-discriminating efforts to cure catastrophic diseases (such as AIDS) and prevent their spread in the community.

Action Statements

- 5.1H.2a Support state and federal legislation to provide health care to AIDS patients.
- 5.1H.2b Participate in organized efforts to educate the general public about AIDS.
- 5.1H.2c Support adequate state, federal and private sector funding directed at the cure and treatment of AIDS.

POLICY 5.1H.3

Encourage the provision of services for older adults in Sunnyvale.

Action Statements

- 5.1H.3a Continue to provide incentives to co-locate services at City facilities serving seniors.
- 5.1H.3b Consider matching support for County-wide programs that serve the nutritional needs of low-income seniors.
- 5.1H.3c Consider incentives to attract private "senior day care" services.
- 5.1H.3d Support senior escort services for low-income seniors.
- 5.1H.3e Support programs that provide low-cost housing alternatives to Sunnyvale seniors.
- 5.1H.3f Continue to provide transportation services for seniors.

POLICY 5.1H.4

Support programs that co-operate closely with the City's Public Safety program in providing crisis intervention/emergency services.

POLICY 5.1H.5

Support programs that decrease drug and alcohol use and dependence in the community.

Action Statements

- 5.1H.5a Target drug and alcohol education and enforcement efforts to youth and schools.

POLICY 5.1H.6

Support the provision of emergency shelter to Sunnyvale residents.

Action Statements

5.1H.6a Support regional efforts to provide and develop emergency shelters in North County for the homeless. (Refer to the Housing and Community Revitalization Sub-element for additional policies.)

POLICY 5.1H.7

Encourage the provision of programs that provide assistance in the acculturation and assimilation of refugees into the community.

Action Statements

5.1H.7a Support federal and state funding of language programs.

5.1H.7b Support federal and state funding of employment assistance programs.

5.1H.7c Support cooperative programs with local school districts.

POLICY 5.1H.8

Encourage programs that assist at-risk youth in obtaining an education and learning job skills.

Action Statements

5.1H.8a Support cooperative programs with local school districts.

5.1H.8b Develop employment services through NOVA that assist at-risk youth in obtaining basic skill competencies.

POLICY 5.1H.9

Encourage programs and services that address the special needs of the disabled population and assure that disabled individuals have access to services.

Action Statements

- 5.1H.9a Maintain an active City policy that assures that disabled individuals have access to City programs and services.
- 5.1H.9b Strive to assure that outside group contract agencies have non-discrimination policies and practices.
- 5.1H.9c Maintain an assisted recreation program to address the special recreational needs of the disabled.
- 5.1H.9d Encourage and support efforts to allow disabled individuals to live independently.
- 5.1H.9e Provide special job training services for the disabled through JTPA funds and seek out special grants for additional services.
- 5.1H.9f Support efforts to inform disabled individuals about services that are available.
- 5.1H.9g Support county, state and federal legislation which addresses the needs of the disabled.
- 5.1H.9h Encourage and support efforts to provide residential, transitional facilities for disabled residents.

POLICY 5.1H.10

Encourage adequate provision of health care services to Sunnyvale residents.

Action Statements

- 5.1H.10a Encourage the provision of residential health care services for seniors by the private sector.
- 5.1H.10b Assure that adequate medical care facilities are available to Sunnyvale residents.
- 5.1H.10c Support fiscally reasonable legislation that will provide all citizens with health care insurance.
- 5.1H.10d Review land use policies to assure that consideration is given to senior care facilities.
- 5.1H.10e Support an active role in El Camino Hospital District and assure that its services address community needs.

POLICY 5.1H.11 Encourage the adequate provision of social services to Sunnyvale residents.

Action Statements

- 5.1H.11a** Assist appropriate agencies, such as the County and United Way, in assessing social service needs.
- 5.1H.11b** Coordinate funding of outside agencies with County and United Way funding and other funding sources.
- 5.1H.11c** Participate in joint planning efforts with appropriate agencies.
- 5.1H.11d** Provide support to enhance the service capabilities of a local community services organization.

Human Service Planning and Policy

GOAL 5.1I Monitor human service needs of the community in order to identify appropriate responses and encourage the provision of needed services.

POLICY 5.1I.1 Maintain an active "Outside Groups Funding Policy" relating to the City's standards and requirements for accepting applications for funding from non-profit agencies.

Action Statements

- 5.1I.1a Assure that groups receiving City funds are held accountable for contract performance.
- 5.1I.1b Assure that the performance of groups receiving funds are monitored in an on-going basis.
- 5.1I.1c Maintain an annual process for acceptance and evaluation of applications for human service groups.
- 5.1I.1d Consider providing limited financial support to those agencies/programs that are closely related with existing General Plan goals and objectives.

GOAL 5.1J Encourage and support a network of human services that provides for the basic needs of Sunnyvale's residents.

POLICY 5.1J.1 The City shall seek to have as many Human Service needs as possible met through other resources in the following priority:

- o self-help
- o private non-profit organizations
- o other government agencies

POLICY 5.1J.2 The City shall assume an advocate role to manage the use of its resources to meet Human Services needs in Sunnyvale.

Action Statements

- 5.1J.2a Encourage and advocate coordination and cooperation among organizations providing human services in Sunnyvale.
- 5.1J.2b Advocate, encourage, and wherever possible, facilitate the co-location of human service providers.
- 5.1J.2c Actively pursue the cooperation of federal, state, county and other agencies to enhance the quality of availability of human services to citizens of Sunnyvale.

POLICY 5.1J.3

The City may assume the role of a direct service provider of human services when:

- o Specifically targeted intergovernmental funds (such as JTPA, CDBG) are available for which the City could most cost-effectively administer the human service programs (rather than outside groups) to address significant community needs; direct service provider role will terminate when such funds are no longer available; or
- o Specific community needs are identified and the General Plan, City policies or action plans provide for the City to take on such a role.

POLICY 5.1J.4

The City may assume the role of an indirect service provider of human services when specifically targeted intergovernmental funds (i.e. JTPA, CDBG) are available to the City but another agency could most cost-effectively administer the human service program to be addressed by the funds. Funding to the provider will terminate when such funds are no longer available, or the provider can no longer provide the service, or the specific community need has been fulfilled or the City determines to take on the service directly.

POLICY 5.1J.5

The City may provide limited financial assistance to qualified outside groups if:

- o The program proposed for funding does not duplicate existing services, addresses a significant community need or facilitates the co-location of human service providers in the City of Sunnyvale; augments (but does not duplicate) service provided directly by the City, provides the service at a cost lower than the City can provide or is the most logical service provider; and provision of such services is compatible with the City's General Plan, policies or action plans; and
- o The program for which funding is requested is qualified under the City's Outside Groups Funding Policy.

ETHNICITY

Race	Sunnyvale 1980	% of Total	Santa Clara County 1980	% of Total	California 1980	% of Total
TOTAL	106,618	100%	1,295,071	100%	23,667,902	100%
White	86,279	80.9%	1,017,854	78.6%	18,030,892	76.2%
Black	2,573	2.4%	43,716	3.4%	1,819,281	7.7%
American Indian	641	0.6%	8,312	0.6%	198,155	0.8%
Eskimo	11	—	104	—	1,734	—
Aleut	16	—	90	—	1,480	—
Japanese	2,074	1.9%	21,907	1.7%	161,822	1.1%
Chinese	3,221	3.0%	22,891	1.8%	322,309	1.4%
Filipino	2,989	2.8%	27,444	2.1%	357,492	1.5%
Korean	731	0.7%	6,109	0.5%	103,845	0.4%
Asian Indian	713	0.7%	5,659	0.4%	57,901	0.2%
Vietnamese	1,106	1.0	11,717	0.9%	89,601	0.4%
Hawaiian	164	0.2%	1,608	0.1%	23,086	0.1%
Guamanian	180	0.2%	1,563	0.1%	17,673	0.1%
Samoan	76	0.1%	1,037	0.1%	20,089	0.1%
Other	5,844	5.5%	125,060	9.7%	2,362,541	10.0%
Not of Spanish Origin	94,330	88.5%	1,068,460	82.5%	19,123,571	80.8%
Mexican	7,761	7.3%	176,838	13.7%	3,637,466	15.4%
Puerto Rican	527	0.5%	6,266	0.5%	93,038	0.4%
Cuban	133	0.1%	1,610	0.1%	61,004	0.3%
Other Spanish	3,867	3.6%	41,897	3.2%	752,823	3.2%

Footnote: In the 1980 Census, persons of Spanish ethnic origin were included in the other groups.

SUNNYVALE MARITAL STATUS

	1980		1970		CHANGE OF PERCENT 1970-1980
	#	%	#	%	
Males (15 & Over)	43,098	100%	(14&over) 33,684	100%	27.9%
Single	14,534	33.7%	8,534	25.3%	70.3%
Married	23,303	54.1%	23,154	68.7%	.6%
Separated	991	2.3%	394	1.2%	151.5%
Widowed	702	1.6%	405	1.2%	73.3%
Divorced	3,568	8.3%	1,197	3.6%	198.1%
Females (15 & Over)	44,436	100%	35,589	100%	24.97%
Single	10,732	24.2%	6,904	19.4%	55.4%
Married	23,163	52.1%	25,543	66.1%	1.6%
Separated	1,120	2.5%	559	1.6%	100.4%
Widowed	4,078	9.2%	2,369	6.7%	72.1%
Divorced	5,343	12.0%	2,214	6.2%	141.3%
Total (15 & Over)	87,534	100%	69,273	100%	26.4%
Single	25,266	28.9%	15,438	22.3%	63.7%
Married	46,466	53.0%	46,697	67.4%	5%
Separated	2,111	2.4%	953	1.4%	121.5%
Widowed	4,780	5.5%	2,774	4.0%	72.3%
Divorced	8,911	10.2%	3,411	4.9%	161.2%

POPULATION BY AGE

AGE GROUP	1980	% OF TOTAL	1970	% OF TOTAL	PERCENT CHANGE 1970-1980
TOTAL PERSONS	106,618	100%	95,408	100%	+11.7%
Under 5 years	5,805	5.4%	8,873	9.3%	-34.6%
05 to 09 years	6,014	5.6%	10,190	10.7%	-41.0%
10 to 14 years	7,265	6.8%	9,897	10.4%	-26.6%
15 to 19 years	9,273	8.7%	8,269	8.7%	-12.1%
20 to 24 years	11,684	11.0%	8,493	8.9%	+37.6%
25 to 29 years	11,278	10.6%	15,374	16.1%	+32.9%
30 to 34 years	9,150	8.6%			
35 to 44 years	13,801	12.9%	13,016	13.6%	+6.0%
45 to 54 years	12,591	11.8%	11,289	11.8%	+11.5%
55 to 59 years	6,293	5.9%	3,468	3.6%	+81.5%
60 to 64 years	4,687	4.4%	2,268	2.4%	+106.7%
65 to 74 years	5,590	5.2%	2,636	2.8%	+112.1%
75 to 84 years	2,469	2.3%	1,635	1.7%	+94.9%
85 and over years	718	0.7%			

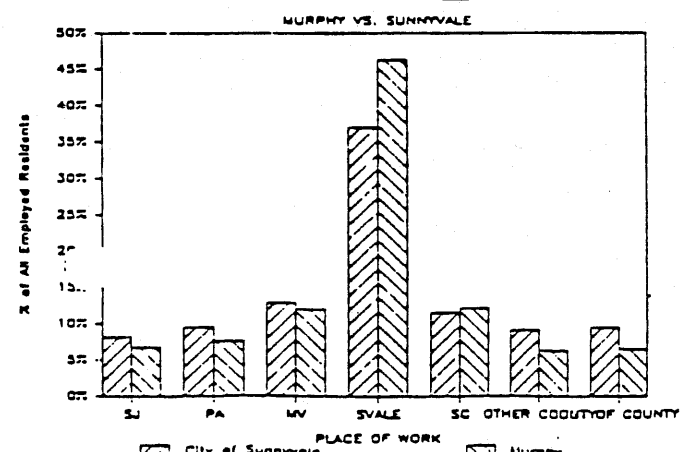
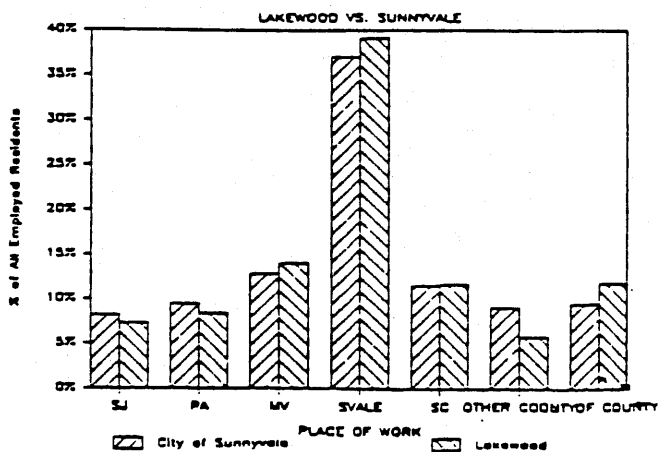
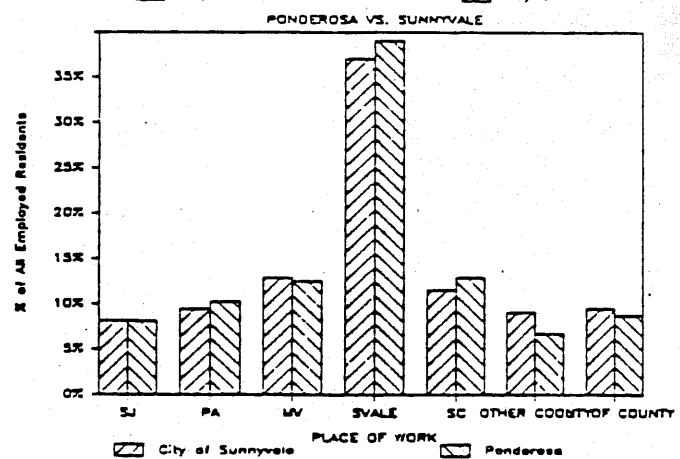
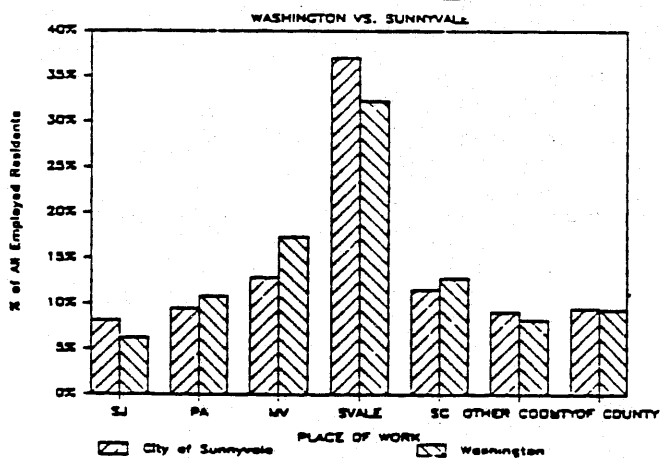
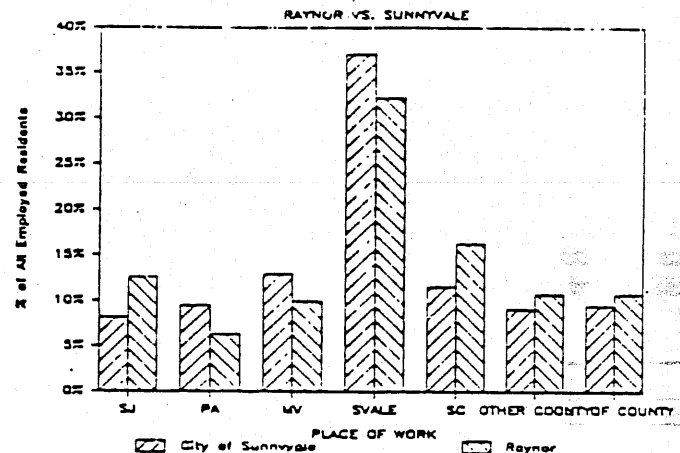
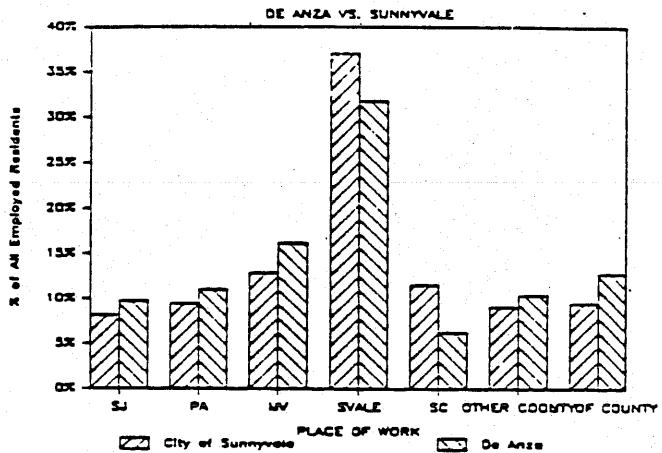
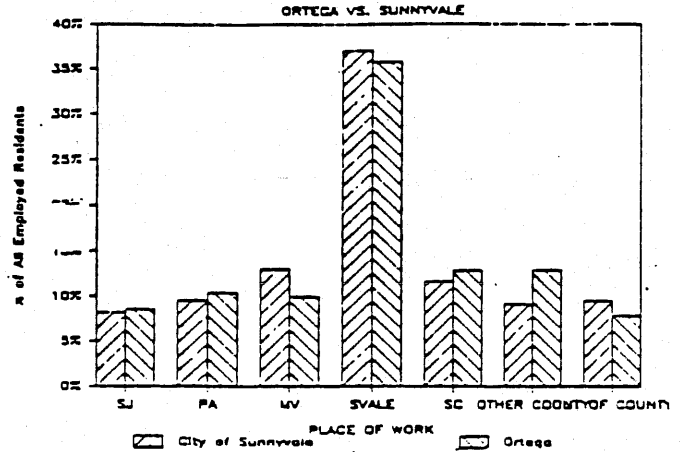
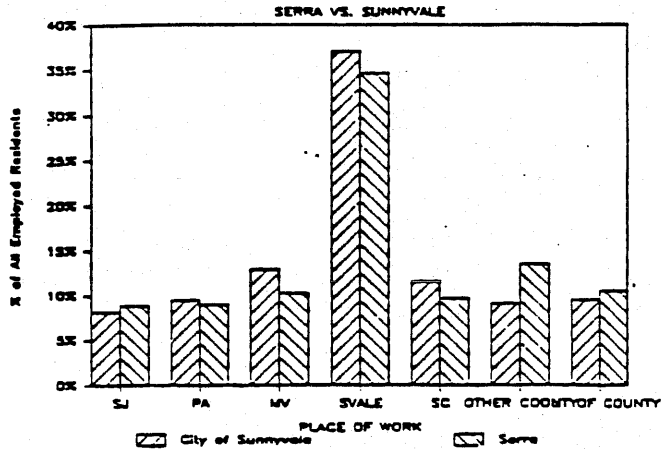
LANGUAGE SPOKEN

	Sunnyvale	California	U.S.
All persons 5 to 17	18,710	4,677,193	47,451,236
-Spanish spoken at home	1,260	793,886	2,947,051
-Percent speak Spanish at home	6.7%	17.0%	6.2%
-Percent who speak Spanish, no English	0.8%	3.5%	1.0%
-Other language spoken at home	1,894	264,252	1,582,047
-Percent speak other language at home	10.6%	5.6%	3.3%
-Percent who speak other language, no English	1.9%	0.8%	0.4%
All persons 18 and older	82,103	17,282,508	162,733,517
-Spanish spoken at home	5,639	2,318,444	8,170,555
-Percent speak Spanish	6.9%	13.4%	5.0%
-Percent who speak Spanish, no English	1.4%	4.4%	1.4%
-Other language spoken at home	10,665	1,558,826	10,273,757
-Percent speak other language at home	13.0%	9.0%	6.3%
-Percent who speak other language, no English	1.9%	1.5%	0.8%

NATIVITY, UNITED STATES

All persons	100%	100%
-Native	84.7%	93.8%
-Born in State of Residence	39.8%	63.8%
-Born in Different State	43.6%	29.1%
-Born Abroad, at Sea, etc.	1.3%	1.0%
-Foreign Born	15.3%	6.2%

PLACE OF WORK



RAYNOR NEIGHBORHOOD

Source: 1980 Census

Raynor, one tract

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Raynor	Raynor % Of City	5082.02 Part	
Total Population	106,618	4639	4.35%	4639	
Persons by Age					
Newborn - 04 years of age	5,805	222	3.82%	222	
05 - 14 years of age	13,279	647	4.87%	647	
15 - 19 years of age	9,273	534	5.76%	534	
20 - 44 years of age	45,913	1808	3.94%	1808	
45 - 64 years of age	23,571	1211	5.14%	1211	
65 years of age and older	8,777	217	2.47%	217	
Median Age	31.0	32.9	106.13%	32.9	
Male	52,849	2347	4.44%	2347	
Female	53,769	2292	4.26%	2292	
Household Type					
Total Households	42,932	1607	3.74%	1607	
Total Families	27,560	1271	4.61%	1271	
With Own Children <18 yrs	12,848	631	4.91%	631	
# of Children <18 yrs.	22,656	1104	4.87%	1104	
Female HH, No Husband Present	3,950	104	2.63%	104	
Percent of Households with Children	29.93%	39.27%	131.21%	39.27%	
Average # of Children for HH with Children	1.76	1.75	99.22%	1.75	
Race					
White, Not Hispanic	79,610	3864	4.85%	3864	
Minority (Non-White)	27,008	775	2.87%	775	
Percent Minority Population	25.33%	16.71%	65.95%	16.71%	
Nativity					
U.S. Native, Born in California	42,400	2024	4.77%	2024	
Foreign Born, Not U.S. Native	16,363	570	3.48%	570	
% Foreign Born	15.35%	12.29%		12.29%	
School Enrollment & Type of School					
Nursery School	1,358	82	6.04%	82	
Private	854	53	6.21%	53	
Kindergarten	1,180	39	3.31%	39	
Private	165	6	3.64%	6	
Elementary (1 to 8 years)	10,851	576	5.31%	576	
Private	1,418	96	6.77%	96	
High School (1 to 4 years)	6,854	379	5.53%	379	
Private	620	28	4.52%	28	
College	9,185	419	4.56%	419	
Percent K-12 in Private Schools	11.67%	13.08%		13.08%	
Mobility for Persons 5 yrs.+					
# Lived in Same House in 1975	43,797	2553	5.83%	2553	
% Lived in Same House in 1975	43.44%	0.5779941	133.04%	57.80%	ERR
Place of Work					
Worked Inside Santa Clara County	49,988	2334	4.67%	2334	
San Jose-Downtown	562	32	5.69%	32	
Remainder of San Jose	3,955	298	7.53%	298	
Palo Alto	5,254	165	3.14%	165	
Los Altos	647	16	2.47%	16	
Mountain View	7,146	261	3.65%	261	
Sunnyvale	20,484	843	4.12%	843	
Santa Clara	6,401	426	6.66%	426	
Campbell	199	0	0.00%		
Milpitas	301	11	3.65%	11	
Remainder of Santa Clara County	5,039	282	5.60%	282	
Worked Outside Santa Clara County	5,249	282	5.37%	282	
Place of Work Not Reported	5,289	211	3.99%	211	
% of Employed Residents Working in S'vale	37.08%	32.22%		32.22%	

RAYNOR (Continued)

Raynor, one tract

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Raynor	Raynor % Of City	5082.02 Part
Persons 16+ by Labor Force Status				
Civilian Labor Force (CVL)	63,054	2828	4.49%	2828
Employed	60,850	2721	4.47%	2721
Unemployed	2,204	107	4.85%	107
Percent (CVL) Unemployed	3.50%	3.78%		3.78%
Females, 16 years and Over	43,814	1786	4.08%	1786
With Own Children Under 6 years	5,053	180	3.56%	180
In Labor Force	2,718	56	2.06%	56
Married, Husband Present	22,670	1125	4.96%	1125
In Labor Force	13,025	660	5.07%	660
Civilian Persons 16 to 19 years	7,735	383	4.95%	383
Not Enrolled in School	2,256	84	3.72%	84
Not High School Graduate	956	18	1.88%	18
Employed	633	18	2.84%	18
Unemployed	84	0	0.00%	
Not in Labor Force	239	0	0.00%	
Unemployment Rate	11.72%	0.00%		0.00%
Persons With a Public Transport. Disability	1,968	36	1.83%	36
Persons 16 to 64 years with Trans. Disabil.	805	19	2.36%	19
Persons 65 years and Older with Tran. Dis.	1,163	17	1.46%	17
Income in 1979				
Households- Total	42,789	1630	3.81%	1,630
Less than \$5,000	2,262	47	2.08%	47
\$5,000 to \$7,499	1,769	20	1.13%	20
\$7,500 to \$9,999	2,041	26	1.27%	26
\$10,000 to \$14,999	5,689	95	1.67%	95
\$15,000 to \$19,999	5,878	179	3.05%	179
\$20,000 to \$24,999	5,868	207	3.53%	207
\$25,000 to \$34,999	9,130	368	4.03%	368
\$35,000 to \$49,999	6,923	521	7.53%	521
\$50,000 or more	3,229	167	5.17%	167
Median Household Income	\$23,059	\$31,581	136.96%	\$31,581
Median Owner-Occupied Household Income	\$29,798	\$33,851	113.60%	\$33,851
Median Renter-Occupied Household Income	\$18,207	\$22,361	122.82%	\$22,361
Median Family Income	\$27,270	\$33,667	123.46%	\$33,667
Per Capita Income	\$10,359	\$11,135	107.49%	\$11,135
Household Type				
Occupied Households	42,789	1,630	3.81%	1630
Owner Occupied	22,109	1314	5.94%	1314
Renter Occupied	20,680	316	1.53%	316

ORTEGA NEIGHBORHOOD

Source: 1980 Census

Ortega's Three Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Ortega	Ortega % Of City	5081.01 Part	5082.01 1980	5085.03 1980
Total Population	106,618	13405	12.57%	519	8460	4426
Persons by Age						
Newborn - 04 years of age	5,805	550	9.47%	17	394	139
05 - 14 years of age	13,279	1703	12.82%	84	1317	302
15 - 19 years of age	9,273	1347	14.53%	68	996	283
20 - 44 years of age	45,913	5975	13.01%	180	3441	2354
45 - 64 years of age	23,571	2936	12.46%	151	1943	842
65 years of age and older	8,777	894	10.19%	19	369	506
Median Age	31.0	31.8	102.46%	34.7	31.3	32.3
Male	52,849	6648	12.58%	260	4280	2108
Female	53,769	6757	12.57%	259	4180	2318
Household Type						
Total Households	42,932	5347	12.45%	157	2947	2243
Total Families	27,560	3349	12.15%	145	2238	966
With Own Children <18 yrs	12,848	1650	12.84%	75	1234	341
# of Children <18 yrs.	22,656	2894	12.77%	135	2210	549
Female HH, No Husband Present	3,950	426	10.78%	7	276	143
Percent of Households with Children	29.93%	30.86%	103.11%	47.77%	41.87%	15.20%
Average # of Children for HH with Children	1.76	1.75	99.46%	1.80	1.79	1.61
Race						
White, Not Hispanic	79,610	10836	13.61%	440	6678	3718
Minority (Non-White)	27,008	2569	9.51%	79	1,782	708
Percent Minority Population	25.33%	19.16%	75.65%	15.22%	21.06%	16.00%
Nativity						
U.S. Native, Born in California	42,400	5448	12.85%	198	3746	1504
Foreign Born, Not U.S. Native	16,363	1905	11.64%	97	1228	580
% Foreign Born	15.35%	14.21%		18.69%	14.52%	13.10%
School Enrollment & Type of School						
Nursery School	1,358	163	12.00%	6	131	26
Private	854	130	15.22%	6	107	17
Kindergarten	1,180	149	12.63%	7	112	30
Private	165	27	16.36%		10	17
Elementary (1 to 8 years)	10,851	1374	12.66%	70	1067	237
Private	1,418	215	15.16%		169	46
High School (1 to 4 years)	6,854	1125	16.41%	55	871	199
Private	620	86	13.87%		63	23
College	9,185	1252	13.63%	67	764	421
Percent K-12 in Private Schools	11.67%	12.39%		0.00%	11.80%	18.45%
Mobility for Persons 5 yrs.+						
# Lived in Same House in 1975	43,797	5222	11.92%	364	4109	749
% Lived in Same House in 1975	43.44%	40.62%	93.51%	72.51%	50.94%	17.47%
Place of Work						
Worked Inside Santa Clara County	49,988	6891	13.79%	198	4210	2483
San Jose-Downtown	562	92	16.37%	9	61	22
Remainder of San Jose	3,955	550	13.91%	19	300	231
Palo Alto	5,254	774	14.73%		566	208
Los Altos	647	76	11.75%		34	42
Mountain View	7,146	739	10.34%		477	262
Sunnyvale	20,484	2677	13.07%	96	1578	1003
Santa Clara	6,401	958	14.97%	47	502	409
Campbell	199	35	17.59%		21	14
Milpitas	301	25	8.31%		14	11
Remainder of Santa Clara County	5,039	965	19.15%	27	657	281
Worked Outside Santa Clara County	5,249	586	11.16%	38	290	258
Place of Work Not Reported	5,289	723	13.67%	42	448	233
% of Employed Residents Working in S'vale	37.08%	35.80%		40.68%	35.07%	36.59%

ORTEGA NEIGHBORHOOD

Source: 1980 Census

Ortega's Three Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Ortega	Ortega % Of City	5081.01 Part	5082.01 1980	5085.03 1980
Persons 16+ by Labor Force Status						
Civilian Labor Force (CVL)	63,054	8282	13.13%	309	4994	2979
Employed	60,850	8048	13.23%	283	4856	2909
Unemployed	2,204	234	10.62%	26	138	70
Percent (CVL) Unemployed	3.50%	2.83%		8.41%	2.76%	2.35%
Females, 16 years and Over	43,814	5518	12.59%	197	3267	2054
With Own Children Under 6 years	5,053	485	9.60%	25	351	109
In Labor Force	2,718	234	8.61%	12	195	27
Married, Husband Present	22,670	2933	12.94%	136	1984	813
In Labor Force	13,025	1815	13.93%	83	1255	477
Civilian Persons 16 to 19 years	7,735	1162	15.02%	83	816	263
Not Enrolled in School	2,256	244	10.82%	21	134	89
Not High School Graduate	956	66	6.90%		25	41
Employed	633	44	6.95%		12	32
Unemployed	84	0	0.00%			
Not in Labor Force	239	22	9.21%		13	9
Unemployment Rate	11.72%	0.00%		ERR	0.00%	0.00%
Persons With a Public Transport. Disability	1,968	216	10.98%	7	74	135
Persons 16 to 64 years with Trans. Disabil.	805	101	12.55%	7	56	38
Persons 65 years and Older with Tran. Dis.	1,163	115	9.89%		18	97
Income in 1979						
Households- Total	42,789	5331	12.46%	145	2,945	2,241
Less than \$5,000	2,262	219	9.68%		119	100
\$5,000 to \$7,499	1,769	180	10.18%		82	98
\$7,500 to \$9,999	2,041	225	11.02%	11	97	117
\$10,000 to \$14,999	5,689	571	10.04%	7	244	320
\$15,000 to \$19,999	5,878	678	11.53%	16	277	385
\$20,000 to \$24,999	5,868	787	13.41%	11	393	383
\$25,000 to \$34,999	9,130	1103	12.08%	38	617	448
\$35,000 to \$49,999	6,923	1083	15.64%	30	780	273
\$50,000 or more	3,229	485	15.02%	32	336	117
Median Household Income	\$23,059	\$25,931	112.45%	\$31,090	\$29,309	\$21,158
Median Owner-Occupied Household Income	\$29,798	\$33,814	113.48%	\$32,265	\$34,322	\$32,414
Median Renter-Occupied Household Income	\$18,207	\$19,066	104.72%	\$2,650	\$19,870	\$18,798
Median Family Income	\$27,270	\$31,595	115.86%	\$32,101	\$32,758	\$28,825
Per Capita Income	\$10,359	\$11,276	108.85%	\$9,054	\$10,744	\$12,553
Household Type						
Occupied Households	42,789	5,331	12.46%	145	2945	2241
Owner Occupied	22,109	2720	12.30%	126	2005	589
Renter Occupied	20,680	2611	12.63%	19	940	1652

SERRA NEIGHBORHOOD

Source: 1980 Census

Serra's Four Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Serra	Serra % Of City	5078.01 Part	5083.01 1980	5083.03 1980	5083.04 1980
Total Population	106,618	14488	13.59%	1129	4657	2845	5857
Persons by Age							
Newborn - 04 years of age	5,805	842	14.50%	73	216	118	435
05 - 14 years of age	13,279	2231	16.80%	200	720	463	848
15 - 19 years of age	9,273	1474	15.90%	128	479	359	508
20 - 44 years of age	45,913	5663	12.33%	465	1507	878	2813
45 - 64 years of age	23,571	3367	14.28%	234	1330	872	931
65 years of age and older	8,777	911	10.38%	29	405	155	322
Median Age	31.0	24.6	79.47%	27.1	36.0	36.7	26.6
Male	52,849	6962	13.17%	555	2250	1413	2744
Female	53,769	7526	14.00%	574	2407	1432	3113
Household Type							
Total Households	42,932	5239	12.20%	379	1507	914	2439
Total Families	27,560	3906	14.17%	317	1240	819	1530
With Own Children <18 yrs	12,848	2196	17.09%	203	623	436	934
# of Children <18 yrs.	22,656	3818	16.85%	347	1208	783	1480
Female HH, No Husband Present	3,950	666	16.86%	56	104	74	432
Percent of Households with Children	29.93%	41.92%	140.06%	53.56%	41.34%	47.70%	38.29%
Average # of Children for HH with Children	1.76	1.74	98.60%	1.71	1.94	1.80	1.58
Race							
White, Not Hispanic	79,610	12061	15.15%	942	4048	2522	4549
Minority (Non-White)	27,008	2427	8.99%	187	609	323	1,308
Percent Minority Population	25.33%	16.75%	66.13%	16.56%	13.08%	11.35%	22.33%
Nativity							
U.S. Native, Born in California	42,400	5833	13.76%	460	1869	1141	2363
Foreign Born, Not U.S. Native	16,363	1587	9.70%	107	590	150	740
% Foreign Born	15.35%	10.95%		9.48%	12.67%	5.27%	12.63%
School Enrollment & Type of School							
Nursery School	1,358	232	17.08%	19	80	41	92
Private	854	138	16.16%	19	38	15	66
Kindergarten	1,180	235	19.92%	33	62	44	96
Private	165	30	18.18%	10		12	8
Elementary (1 to 8 years)	10,851	1793	16.52%	140	585	385	683
Private	1,418	227	16.01%	20	104	38	65
High School (1 to 4 years)	6,854	1075	15.68%	95	415	278	287
Private	620	93	15.00%	14	38	28	13
College	9,185	1441	15.69%	119	438	181	703
Percent K-12 in Private Schools	11.67%	11.28%		16.42%	13.37%	11.03%	8.07%
Mobility for Persons 5 yrs.+							
# Lived in Same House in 1975	43,797	6645	15.17%	554	2681	1729	1681
% Lived in Same House in 1975	43.44%	48.70%		52.46%	60.37%	63.40%	31.00%
Place of Work							
Worked Inside Santa Clara County	49,988	6407	12.82%	529	1866	1165	2847
San Jose-Downtown	562	74	13.17%		49		25
Remainder of San Jose	3,955	564	14.26%	11	95	192	266
Palo Alto	5,254	643	12.24%	47	272	130	194
Los Altos	647	203	31.38%	30	61	57	55
Mountain View	7,146	734	10.27%	86	251	127	270
Sunnyvale	20,484	2481	12.11%	141	652	438	1250
Santa Clara	6,401	693	10.83%	68	186	148	291
Campbell	199	30	15.08%	11			19
Milpitas	301	16	5.32%				16
Remainder of Santa Clara County	5,039	969	19.23%	135	300	73	461
Worked Outside Santa Clara County	5,249	751	14.31%	16	241	249	245
Place of Work Not Reported	5,289	878	16.60%	112	316	63	387
% of Employed Residents Working in S'vale	37.08%	34.66%		25.87%	30.94%	30.98%	40.43%

SERRA (Continued)

Serra's Four Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Serra	Serra % Of City	5078.01 Part	5083.01 1980	5083.03 1980	5083.04 1980
Persons 16+ by Labor Force Status							
Civilian Labor Force (CVL)	63,054	8008	12.70%	629	2327	1508	3544
Employed	60,850	7789	12.80%	615	2292	1467	3415
Unemployed	2,204	219	9.94%	14	35	41	129
Percent (CVL) Unemployed	3.50%	2.73%		2.23%	1.50%	2.72%	3.64%
Females, 16 years and Over	43,814	5927	13.53%	440	1891	1101	2495
With Own Children Under 6 years	5,053	834	16.51%	83	196	140	415
In Labor Force	2,718	420	15.45%	16	99	26	279
Married, Husband Present	22,670	3196	14.10%	262	1100	759	1075
In Labor Force	13,025	1810	13.90%	178	501	428	703
Civilian Persons 16 to 19 years	7,735	1172	15.15%	117	406	287	362
Not Enrolled in School	2,256	271	12.01%	23	76	62	110
Not High School Graduate	956	66	6.90%	8	21	6	31
Employed	633	40	6.32%		15		25
Unemployed	84	12	14.29%		6	6	
Not in Labor Force	239	14	5.86%	8			6
Unemployment Rate	11.72%	23.08%		ERR	28.57%	100.00%	0.00%
Persons With a Public Transport. Disability	1,968	162	8.23%	6	34	36	86
Persons 16 to 64 years with Trans. Disabil.	805	76	9.44%	6	23	20	27
Persons 65 years and Older with Tran. Dis.	1,163	86	7.39%		11	16	59
Income in 1979							
Households- Total	42,789	5248	12.26%	385	1,519	882	2,462
Less than \$5,000	2,262	280	12.38%	32	26	10	212
\$5,000 to \$7,499	1,769	220	12.44%	31	23	17	149
\$7,500 to \$9,999	2,041	195	9.55%	6	22	10	157
\$10,000 to \$14,999	5,689	603	10.60%	41	86	37	439
\$15,000 to \$19,999	5,878	511	8.69%	21	134	22	334
\$20,000 to \$24,999	5,868	559	9.53%	6	140	112	301
\$25,000 to \$34,999	9,130	1038	11.37%	81	341	244	372
\$35,000 to \$49,999	6,923	1155	16.68%	111	473	244	327
\$50,000 or more	3,229	687	21.28%	56	274	186	171
Median Household Income	\$23,059	\$27,110	117.57%	\$31,531	\$34,602	\$34,451	\$19,167
Median Owner-Occupied Household Income	\$29,798	\$36,151	121.32%	\$41,690	\$36,193	\$35,268	\$35,144
Median Renter-Occupied Household Income	\$18,207	\$17,278	94.90%	\$12,500	\$25,066	\$31,515	\$15,617
Median Family Income	\$27,270	\$30,102	110.39%	\$37,314	\$36,278	\$34,022	\$21,505
Per Capita Income	\$10,359	\$10,712	103.41%	\$10,712	\$11,679	\$11,651	\$9,487
Household Type							
Occupied Households	42,789	5,248	12.26%	385	1519	882	2462
Owner Occupied	22,109	2929	13.25%	239	1228	784	678
Renter Occupied	20,680	2319	11.21%	146	291	98	1784

PONDEROSA NEIGHBORHOOD

Source: 1980 Census

Ponderosa's Four Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Ponderosa	Pndrosa % Of City	5085.04 1980	5085.05 1980	5085.06 1980	5087.03 Part
Total Population	106,618	17796	16.69%	4796	3623	4637	4740
Persons by Age							
Newborn - 04 years of age	5,805	1008	17.36%	175	195	296	342
05 - 14 years of age	13,279	2276	17.14%	325	548	644	759
15 - 19 years of age	9,273	1435	15.48%	310	397	354	374
20 - 44 years of age	45,913	8847	19.27%	2878	1573	2036	2360
45 - 64 years of age	23,571	3006	12.75%	710	734	829	733
65 years of age and older	8,777	1224	13.95%	398	176	478	172
Median Age	31.0	29.6	95.48%	28.8	30.3	30.9	28.6
Male	52,849	8857	16.76%	2535	1825	2276	2221
Female	53,769	8939	16.62%	2261	1798	2361	2519
Household Type							
Total Households	42,932	7485	17.43%	2446	1248	1921	1870
Total Families	27,560	4326	15.70%	982	901	1217	1226
With Own Children 18 yrs	12,848	2202	17.14%	376	495	617	714
# of Children 18 yrs.	22,656	3807	16.80%	584	933	1073	1217
Female HH, No Husband Present	3,950	725	18.35%	171	91	191	272
Percent of Households with Children	29.93%	29.42%	98.30%	15.37%	39.66%	32.12%	38.18%
Average # of Children for HH with Children	1.76	1.73	98.04%	1.55	1.88	1.74	1.70
Race							
White, Not Hispanic	79,610	12942	16.26%	3569	2623	3410	3340
Minority (Non-White)	27,008	4854	17.97%	1,227	1,000	1,227	1,400
Percent Minority Population	25.33%	27.28%	107.68%	25.58%	27.60%	26.46%	29.54%
Nativity							
U.S. Native, Born in California	42,400	7071	16.68%	1497	1545	1820	2209
Foreign Born, Not U.S. Native	16,363	3038	18.57%	948	528	832	730
% Foreign Born	15.25%	17.07%		19.77%	14.57%	17.94%	15.40%
School Enrollment & Type of School							
Nursery School	1,358	205	15.10%	18	52	60	75
Private	854	142	16.63%		38	60	44
Kindergarten	1,180	189	16.02%	29	58	37	65
Private	165	29	17.58%	6	18	5	
Elementary (1 to 8 years)	10,851	1867	17.21%	262	453	512	640
Private	1,418	330	23.27%	30	53	120	127
High School (1 to 4 years)	6,854	1027	14.98%	183	346	278	220
Private	620	78	12.58%	14	33	17	14
College	9,185	1788	19.47%	597	306	418	467
Percent K-12 in Private Schools	11.67%	14.17%		10.55%	12.14%	17.17%	15.24%
Mobility for Persons 5 yrs.+							
# Lived in Same House in 1975	43,797	5675	12.96%	687	1687	1628	1673
% Lived in Same House in 1975	43.44%	33.80%		14.87%	49.21%	37.50%	38.04%
Place of Work							
Worked Inside Santa Clara County	49,988	8955	17.91%	2761	1693	2286	2215
San Jose-Downtown	562	118	21.00%	31	35	12	40
Remainder of San Jose	3,955	682	17.24%	254	111	117	200
Palo Alto	5,254	1012	19.26%	198	170	315	329
Los Altos	647	63	9.74%		18		45
Mountain View	7,146	1232	17.24%	382	248	254	348
Sunnyvale	20,484	3833	18.71%	1303	628	1033	869
Santa Clara	6,401	1272	19.87%	394	285	345	248
Campbell	199	21	10.55%		12	9	
Milpitas	301	60	19.93%			44	16
Remainder of Santa Clara County	5,039	662	13.14%	199	186	157	120
Worked Outside Santa Clara County	5,249	858	16.35%	213	188	221	236
Place of Work Not Reported	5,289	871	16.47%	344	223	109	185
% of Employed Residents Working in S'vale	37.08%	39.06%		43.81%	33.39%	41.20%	35.45%

PONDEROSA (Continued)

Ponderosa's Four Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Ponderosa	Pndrosa % Of City	5085.04 1980	5085.05 1980	5085.06 1980	5087.03 Part
Persons 16+ by Labor Force Status							
Civilian Labor Force (CVL)	63,054	11123	17.64%	3411	2180	2713	2819
Employed	60,850	10763	17.69%	3318	2116	2607	2722
Unemployed	2,204	360	16.33%	93	64	106	97
Percent (CVL) Unemployed	3.50%	3.24%		2.73%	2.94%	3.91%	3.44%
Females, 16 years and Over	43,814	7199	16.43%	1978	1375	1902	1944
With Own Children Under 6 years	5,053	850	16.82%	122	192	245	291
In Labor Force	2,718	443	16.30%	63	83	129	168
Married, Husband Present	22,570	3271	14.43%	664	785	1000	822
In Labor Force	13,025	1992	15.29%	457	469	554	512
Civilian Persons 16 to 19 years	7,735	1272	16.44%	267	375	311	319
Not Enrolled in School	2,256	380	16.84%	96	55	76	153
Not High School Graduate	956	145	15.17%	32	6	25	82
Employed	633	117	18.48%	32	6	13	66
Unemployed	84	0	0.00%				
Not in Labor Force	239	28	11.72%			12	16
Unemployment Rate	11.72%	0.00%		0.00%	0.00%	0.00%	0.00%
Persons With a Public Transport. Disability	1,968	214	10.87%	65	47	68	34
Persons 16 to 64 years with Trans. Disabil.	805	92	11.43%	5	31	22	34
Persons 65 years and Older with Tran. Dis.	1,163	122	10.49%	60	16	46	
Income in 1979							
Households- Total	42,789	7440	17.39%	2,443	1,240	1,945	1,812
Less than \$5,000	2,262	383	16.93%	141	37	139	66
\$5,000 to \$7,499	1,769	263	14.87%	114	22	96	31
\$7,500 to \$9,999	2,041	339	16.61%	103	38	151	47
\$10,000 to \$14,999	5,689	954	16.77%	356	84	278	236
\$15,000 to \$19,999	5,878	1042	17.73%	417	141	215	269
\$20,000 to \$24,999	5,368	1096	18.68%	374	170	275	277
\$25,000 to \$34,999	9,130	1619	17.73%	535	292	366	426
\$35,000 to \$49,999	6,923	1253	18.10%	284	311	323	335
\$50,000 or more	3,229	491	15.21%	119	145	102	125
Median Household Income	\$23,059	\$23,308	101.08%	\$21,057	\$28,955	\$21,264	\$24,671
Median Owner-Occupied Household Income	\$29,798	\$30,665	102.91%	\$33,859	\$32,750	\$28,370	\$30,642
Median Renter-Occupied Household Income	\$18,207	\$19,544	107.35%	\$19,378	\$23,208	\$16,761	\$20,531
Median Family Income	\$27,270	\$28,208	103.44%	\$25,591	\$31,550	\$28,185	\$27,872
Per Capita Income	\$10,359	\$10,809	104.34%	\$12,275	\$10,863	\$10,039	\$10,036
Household Type							
Occupied Households	42,789	7,440	17.39%	2443	1240	1945	1812
Owner Occupied	22,109	3071	13.89%	315	724	1086	946
Renter Occupied	20,680	4369	21.13%	2128	516	859	866

DE ANZA NEIGHBORHOOD

Source: 1980 Census

DeAnza's Two Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total DeAnza	DeAnza % Of City	5084.01 1980	5084.02 1980
Total Population	106,618	14281	13.39%	6437	7844
Persons by Age					
Newborn - 04 years of age	5,805	646	11.13%	303	343
05 - 14 years of age	13,279	2013	15.16%	782	1231
15 - 19 years of age	9,273	1514	16.33%	567	947
20 - 44 years of age	45,913	5302	11.55%	2389	2913
45 - 64 years of age	23,571	3775	16.02%	1734	2041
65 years of age and older	8,777	1031	11.75%	662	369
Median Age	31.0	34.1	110.07%	35.0	33.4
Male	52,849	7060	13.36%	3122	3938
Female	53,769	7221	13.43%	3315	3906
Household Type					
Total Households	42,932	5179	12.06%	2496	2683
Total Families	27,560	3947	14.32%	1765	2182
With Own Children <18 yrs	12,848	1904	14.82%	751	1153
# of Children <18 yrs.	22,656	3390	14.96%	1322	2068
Female HH, No Husband Present	3,950	441	11.16%	205	236
Percent of Households with Children	29.93%	36.76%	122.85%	30.09%	42.97%
Average # of Children for HH with Children	1.76	1.78	100.97%	1.76	1.79
Race					
White, Not Hispanic	79,610	12112	15.21%	5425	6687
Minority (Non-White)	27,008	2169	8.03%	1,012	1,157
Percent Minority Population	25.33%	15.19%	59.96%	15.72%	14.75%
Nativity					
U.S. Native, Born in California	42,400	5915	13.95%	2710	3205
Foreign Born, Not U.S. Native	16,363	1701	10.40%	671	1030
% Foreign Born	15.35%	11.91%		10.42%	13.13%
School Enrollment & Type of School					
Nursery School	1,358	196	14.43%	79	117
Private	854	181	21.19%	79	102
Kindergarten	1,180	170	14.41%	90	80
Private	165	26	15.76%	14	12
Elementary (1 to 8 years)	10,851	1680	15.48%	673	1007
Private	1,418	184	12.98%	94	90
High School (1 to 4 years)	6,854	1233	17.99%	474	759
Private	620	127	20.48%	39	88
College	9,185	1322	14.39%	530	792
Percent K-12 in Private Schools	11.67%	10.93%		11.88%	10.29%
Mobility for Persons 5 yrs.+					
# Lived in Same House in 1975	43,797	7779	17.76%	3814	3965
% Lived in Same House in 1975	43.44%	57.05%		62.18%	52.86%
Place of Work					
Worked Inside Santa Clara County	49,988	5939	11.88%	2673	3266
San Jose-Downtown	562	46	8.19%	22	24
Remainder of San Jose	3,955	619	15.65%	312	307
Palo Alto	5,254	754	14.35%	293	461
Los Altos	647	91	14.06%	52	39
Mountain View	7,146	1104	15.45%	578	526
Sunnyvale	20,484	2167	10.58%	833	1334
Santa Clara	6,401	426	6.66%	167	259
Campbell	199	14	7.04%	14	
Milpitas	301	8	2.66%		8
Remainder of Santa Clara County	5,039	710	14.09%	402	308
Worked Outside Santa Clara County	5,249	870	16.57%	421	449
Place of Work Not Reported	5,289	716	13.54%	313	403
% of Employed Residents Working in S'vale	37.08%	31.83%		26.92%	35.91%

DE ANZA (Continued)

DeAnza's Two Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total DeAnza	DeAnza % Of City	5084.01 1980	5084.02 1980
Persons 16+ by Labor Force Status					
Civilian Labor Force (CVL)	63,054	7969	12.64%	3602	4367
Employed	60,850	7682	12.62%	3461	4221
Unemployed	2,204	287	13.02%	141	146
Percent (CVL) Unemployed	3.50%	3.60%		3.91%	3.34%
Females, 16 years and Over	43,814	5790	13.21%	2702	3088
With Own Children Under 6 years	5,053	582	11.52%	224	358
In Labor Force	2,718	338	12.44%	141	197
Married, Husband Present	22,670	3411	15.05%	1498	1913
In Labor Force	13,025	1978	15.19%	886	1092
Civilian Persons 16 to 19 years	7,735	1159	14.98%	416	743
Not Enrolled in School	2,256	171	7.58%	61	110
Not High School Graduate	956	51	5.33%	28	23
Employed	633	23	3.63%	17	6
Unemployed	84	5	5.95%	5	
Not in Labor Force	239	23	9.62%	6	17
Unemployment Rate	11.72%	17.86%		22.73%	0.00%
Persons With a Public Transport. Disability	1,968	203	10.32%	112	91
Persons 16 to 64 years with Trans. Disabil.	805	46	5.71%	20	26
Persons 65 years and Older with Tran. Dis.	1,163	157	13.50%	92	65
Income in 1979					
Households- Total	42,789	5106	11.93%	2,471	2,635
Less than \$5,000	2,262	194	8.58%	114	80
\$5,000 to \$7,499	1,769	157	8.88%	100	57
\$7,500 to \$9,999	2,041	152	7.45%	92	60
\$10,000 to \$14,999	5,689	455	8.00%	261	194
\$15,000 to \$19,999	5,878	528	8.98%	305	223
\$20,000 to \$24,999	5,868	559	9.53%	286	273
\$25,000 to \$34,999	9,130	1188	13.01%	630	558
\$35,000 to \$49,999	6,923	1094	15.80%	422	672
\$50,000 or more	3,229	779	24.13%	261	518
Median Household Income	\$23,059	\$29,535	128.09%	\$26,120	\$32,738
Median Owner-Occupied Household Income	\$29,798	\$33,833	113.54%	\$29,662	\$37,132
Median Renter-Occupied Household Income	\$18,207	\$17,893	98.27%	\$17,832	\$17,978
Median Family Income	\$27,270	\$33,282	122.05%	\$29,757	\$36,134
Per Capita Income	\$10,359	\$11,387	109.93%	\$11,066	\$11,651
Household Type					
Occupied Households	42,789	5,106	11.93%	2471	2635
Owner Occupied	22,109	3600	16.28%	1590	2010
Renter Occupied	20,680	1506	7.28%	881	625

WASHINGTON NEIGHBORHOOD

Source: 1980 Census

Washington's 2 Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Wshngtn Washington Of City	% : :	5086.00 1980	5091.03 1980
Total Population	106,618	12784	11.99%	5706	7078
Persons by Age					
Newborn - 04 years of age	5,805	726	12.51%	368	358
05 - 14 years of age	13,279	1146	8.63%	594	552
15 - 19 years of age	9,273	795	8.57%	392	403
20 - 44 years of age	45,913	6350	13.83%	2168	4182
45 - 64 years of age	23,571	2477	10.51%	1332	1145
65 years of age and older	8,777	1290	14.70%	852	438
Median Age	31.0	30.6	98.59%	33.0	28.6
Male	52,849	6306	11.93%	2779	3527
Female	53,769	6478	12.05%	2927	3551
Household Type					
Total Households	42,932	6017	14.02%	2389	3628
Total Families	27,560	3150	11.43%	1561	1589
With Own Children <18 yrs	12,848	1259	9.80%	623	636
# of Children <18 yrs.	22,656	2075	9.16%	1081	994
Female HH, No Husband Present	3,950	553	14.00%	257	296
Percent of Households with Children	29.93%	20.92%	69.92%	26.08%	17.53%
Average # of Children for HH with Children	1.76	1.65	93.46%	1.74	1.56
Race					
White, Not Hispanic	79,610	9063	11.38%	3646	5417
Minority (Non-White)	27,008	3721	13.78%	2,060	1,661
Percent Minority Population	25.33%	29.11%	114.90%	36.10%	23.47%
Nativity					
U.S. Native, Born in California	42,400	5223	12.32%	2545	2678
Foreign Born, Not U.S. Native	16,363	2084	12.74%	1090	994
% Foreign Born	15.35%	16.30%		19.10%	14.04%
School Enrollment & Type of School					
Nursery School	1,358	157	11.56%	71	86
Private	854	123	14.40%	55	68
Kindergarten	1,180	125	10.59%	80	45
Private	165	10	6.06%	10	
Elementary (1 to 8 years)	10,851	923	8.51%	474	449
Private	1,418	166	11.71%	104	62
High School (1 to 4 years)	6,854	488	7.12%	280	208
Private	620	71	11.45%	29	42
College	9,185	1161	12.64%	322	839
Percent K-12 in Private Schools	11.67%	16.08%		17.15%	14.81%
Mobility for Persons 5 yrs.+					
# Lived in Same House in 1975	43,797	4630	10.57%	2946	1684
% Lived in Same House in 1975	43.44%	38.40%		55.19%	25.06%
Place of Work					
Worked Inside Santa Clara County	49,988	6453	12.91%	2237	4116
San Jose-Downtown	562	28	4.98%	28	
Remainder of San Jose	3,955	419	10.59%	100	319
Palo Alto	5,254	775	14.75%	197	578
Los Altos	647	110	17.00%	15	95
Mountain View	7,146	1239	17.34%	394	845
Sunnyvale	20,484	2301	11.23%	953	1348
Santa Clara	6,401	915	14.29%	415	500
Campbell	199	32	16.08%	9	23
Milpitas	301	47	15.61%	37	10
Remainder of Santa Clara County	5,039	587	11.65%	189	398
Worked Outside Santa Clara County	5,249	666	12.69%	133	533
Place of Work Not Reported	5,289	452	8.55%	163	289
% of Employed Residents Working in S'vale	37.08%	32.32%		38.58%	29.00%

WASHINGTON (Continued)

Washington's 2 Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Washington Of City	Wshngtn % Of City	5086.00 1980	5091.03 1980
Persons 16+ by Labor Force Status					
Civilian Labor Force (CVL)	63,054 :	8160	12.94% :		
Employed	60,850 :	7757	12.75% :	3085	5075 :
Unemployed	2,204 :	403	18.28% :	2848	4909 :
Percent (CVL) Unemployed	3.50% :	4.94% :		237	166 :
				7.68% :	3.27% :
Females, 16 years and Over	43,814 :	5588	12.75% :		
With Own Children Under 6 years	5,053 :	639	12.65% :	2472	3116 :
In Labor Force	2,718 :	344	12.66% :	332	307 :
Married, Husband Present	22,670 :	2468	10.89% :	159	185 :
In Labor Force	13,025 :	1353	10.39% :	1256	1212 :
				578	775 :
Civilian Persons 16 to 19 years	7,735 :	737	9.53% :		
Not Enrolled in School	2,256 :	288	12.77% :	406	331 :
Not High School Graduate	956 :	150	15.69% :	125	163 :
Employed	633 :	86	13.59% :	90	60 :
Unemployed	84 :	30	35.71% :	58	28 :
Not in Labor Force	239 :	34	14.23% :	24	6 :
Unemployment Rate	11.72% :	25.86% :		8	26 :
				29.27% :	17.65% :
Persons With a Public Transport. Disability	1,968 :	380	19.31% :		
Persons 16 to 64 years with Trans. Disabil.	805 :	179	22.24% :	192	189 :
Persons 65 years and Older with Tran. Dis.	1,163 :	201	17.28% :	79	100 :
				113	88 :
Income in 1979					
Households- Total	42,789 :	5961	13.93% :		
Less than \$5,000	2,262 :	331	14.63% :	2,336	3,625 :
\$5,000 to \$7,499	1,769 :	263	14.87% :	201	130 :
\$7,500 to \$9,999	2,041 :	392	19.21% :	137	126 :
\$10,000 to \$14,999	5,689 :	1054	18.53% :	172	220 :
\$15,000 to \$19,999	5,878 :	1052	17.90% :	394	660 :
\$20,000 to \$24,999	5,868 :	871	14.84% :	398	654 :
\$25,000 to \$34,999	9,130 :	1228	13.45% :	290	581 :
\$35,000 to \$49,999	6,923 :	549	7.93% :	430	798 :
\$50,000 or more	3,229 :	221	6.84% :	233	316 :
				81	140 :
Median Household Income	\$23,059 :	\$19,490	84.52% :		
Median Owner-Occupied Household Income	\$29,798 :	\$23,931	80.31% :	\$18,397	\$20,195 :
Median Renter-Occupied Household Income	\$18,207 :	\$18,202	99.97% :	\$21,456	\$30,519 :
Median Family Income	\$27,270 :	\$21,482	78.78% :	\$15,461	\$19,160 :
Per Capita Income	\$10,359 :	\$10,069	97.20% :	\$21,337	\$21,625 :
				\$8,581	\$11,269 :
Household Type					
Occupied Households	42,789 :	5,961	13.93% :		
Owner Occupied	22,109 :	1692	7.65% :	2336	3625 :
Renter Occupied	20,680 :	4269	20.64% :	1230	462 :
				1106	3163 :

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Murphy	Murphy % Of City	5052.01 Part	5057.01 1980	5057.02 1980	5058.00 1980	5059.00 1980	5090.00 1980	5091.02 1980
Total Population	106,618	16067	15.07%	3	2016	459	2859	4145	5967	618
Persons by Age										
Newborn - 04 years of age	5,805	1152	19.84%		108	35	171	321	497	30
05 - 14 years of age	13,279	1871	14.09%		154	53	292	524	795	53
15 - 19 years of age	9,273	1314	14.17%		122	45	191	403	493	60
20 - 44 years of age	45,913	7765	16.91%	3	1166	216	1548	1870	2767	195
45 - 64 years of age	22,571	2919	12.93%		285	93	475	820	1066	180
65 years of age and older	8,777	1046	11.92%		181	27	182	207	349	100
Median Age	31.0	28.1	90.78%		27.6	27.9	27.7	27.7	27.8	28.5
Male	52,849	8269	15.65%	2	1013	234	1519	2154	3043	304
Female	53,769	7798	14.50%	1	1003	225	1340	1991	2924	314
Household Type										
Total Households	42,932	6563	15.29%	3	1,034	200	1,286	1,519	2,274	247
Total Families	27,560	3925	14.24%		464	108	663	996	1532	162
With Own Children <18 yrs	12,848	1857	14.45%		166	47	292	517	779	56
# of Children <18 yrs.	22,656	2238	14.51%		230	81	493	941	1392	101
Female HH, No Husband Present	3,950	639	16.18%		68	21	119	160	255	16
Percent of Households with Children	29.93%	28.29%	94.55%	0.00%	16.05%	23.50%	22.71%	34.04%	34.26%	22.67%
Average # of Children for HH with Children	1.76	1.77	100.41%		1.69	1.72	1.69	1.82	1.79	1.80
Race										
White, Not Hispanic	79,610	9393	11.80%	3	1,309	247	1,626	2,245	3,701	362
Minority (Non-White)	27,008	6674	24.71%	0	807	212	1,233	1,900	2,266	256
Percent Minority Population	25.33%	41.54%	163.98%	0.00%	40.00%	46.19%	43.13%	45.84%	37.98%	41.42%
Nativity										
U.S. Native, Born in California	42,400	6365	15.01%	0	717	214	1,051	1,620	2,552	211
Foreign Born, Not U.S. Native	16,363	3370	20.60%		398	107	614	1,056	1,053	142
% Foreign Born	15.25%	20.97%	136.67%	0.00%	19.74%	23.31%	21.48%	25.48%	17.65%	22.98%
School Enrollment & Type of School										
Nursery School	1,358	192	14.14%				24	63	105	
Private	854	30	3.51%					15	15	
Kindergarten	1,180	178	15.08%			9	39	26	97	7
Private	165	22	13.33%				7	5	10	
Elementary (1 to 8 years)	10,851	1497	13.80%		102	42	205	504	619	25
Private	1,418	125	8.82%		12		16	45	52	
High School (1 to 4 years)	6,854	817	11.92%		51	59	157	226	275	49
Private	620	80	12.90%		10	7	11	27	25	
College	9,185	1017	11.07%		118	44	196	326	291	42
Percent K-12 in Private Schools	11.67%	9.11%			14.38%	6.36%	8.48%	10.19%	8.78%	0.00%
Mobility for Persons 5 yrs.+										
# Lived in Same House in 1975	43,797	5436	12.41%		502	245	667	1336	2287	399
% Lived in Same House in 1975	43.44%	36.45%		0.00%	26.31%	56.45%	24.81%	34.94%	41.81%	67.86%
Place of Work										
Worked Inside Santa Clara County	49,988	7898	15.82%	0	1223	232	1530	2045	2669	209
San Jose-Downtown	562	106	18.86%		28		65	13		
Remainder of San Jose	3,955	465	11.76%		138		73	99	147	8
Palo Alto	5,254	643	12.24%		72	18	131	209	199	14
Los Altos	647	74	11.44%				30		33	11
Mountain View	7,146	1017	14.23%		58	27	195	223	360	54
Sunnyvale	20,484	3913	19.10%		675	146	706	994	1319	73
Santa Clara	6,401	1029	16.08%		142	24	172	236	406	49
Campbell	199	30	15.08%				10		10	
Milpitas	301	94	31.23%					10	35	
Remainder of Santa Clara County	5,039	527	10.46%		110	17	138	102	160	
Worked Outside Santa Clara County	5,249	549	10.46%		45	32	130	128	190	24
Place of Work Not Reported	5,299	561	10.61%		88	9	151	84	182	47
% Employed Residents Working in S'vale	37.08%	46.32%			53.22%	55.30%	42.79%	45.74%	46.14%	31.33%

MURPHY (Continued)

Murphy's Seven Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Murphy	Murphy % Of City	5052.01 Part	5057.01 1980	5057.02 1980	5058.00 1980	5059.00 1980	5090.00 1980	5091.02 1980
Persons 16+ by Labor Force Status										
Civilian Labor Force (CVL)	63,054	9595	15.22%	3	1399	307	1816	2493	3275	302
Employed	60,850	9204	15.13%	3	1349	296	1756	2395	3120	285
Unemployed	2,204	391	17.74%		50	11	60	98	155	17
Percent (CVL) Unemployed	3.50%	4.08%			3.57%	3.58%	3.30%	3.93%	4.73%	5.63%
Females, 16 years and Over	43,814	6307	14.39%	3	887	170	1141	1557	2,272	277
With Own Children Under 6 years	5,053	996	19.71%		49	27	121	292	501	6
In Labor Force	2,718	578	21.27%		31	21	80	185	261	
Married, Husband Present	22,670	3153	13.91%		420	41	506	845	1220	121
In Labor Force	13,025	1905	14.63%		281	35	307	533	686	63
Civilian Persons 16 to 19 years	7,735	1165	15.06%		53	82	178	349	435	68
Not Enrolled in School	2,256	559	24.78%		23	26	97	155	239	19
Not High School Graduate	956	329	34.41%		9	18	77	87	125	13
Employed	633	227	35.86%		9	12	74	52	74	6
Unemployed	84	34	40.48%				3	7	24	
Not in Labor Force	239	68	28.45%			6		28	27	7
Unemployment Rate	11.72%	13.03%			0.00%	0.00%	3.90%	11.86%	24.49%	0.00%
Persons With a Public Transport. Disability:	1,968	356	18.09%	0	66	14	90	59	95	32
Persons 16 to 64 years with Trans. Disabil.:	805	169	20.99%		15		44	36	62	12
Persons 65 years and Older with Trans. Dis.:	1,163	187	16.08%		51	14	46	23	33	20
Income in 1979										
Households- Total	42,789	6556	15.32%	3	1,082	189	1,264	1,514	2,265	239
Less than \$5,000	2,262	547	24.18%		48	19	80	148	215	37
\$5,000 to \$7,499	1,769	351	19.84%		54	35	83	71	94	14
\$7,500 to \$9,999	2,041	443	21.71%		97	22	86	79	152	7
\$10,000 to \$14,999	5,689	1148	20.18%	3	269	37	186	222	375	56
\$15,000 to \$19,999	5,878	1058	18.00%		235	29	202	222	324	36
\$20,000 to \$24,999	5,868	978	16.67%		141	7	225	253	328	24
\$25,000 to \$34,999	9,130	1351	14.80%		192	13	270	355	486	35
\$35,000 to \$49,999	6,923	517	7.47%		46	19	94	132	213	13
\$50,000 or more	3,229	163	5.05%			8	38	32	68	17
Median Household Income	\$23,059	\$18,828	81.65%		\$16,294	\$11,492	\$19,870	\$20,318	\$19,418	\$15,809
Median Owner-Occupied Household Income	\$29,798	\$23,157	77.71%		\$17,639	\$12,555	\$19,886	\$24,826	\$24,595	\$17,763
Median Renter-Occupied Household Income	\$18,207	\$16,442	90.31%		\$16,152	\$9,167	\$19,865	\$16,867	\$14,611	\$11,563
Median Family Income	\$27,270	\$21,469	78.73%		\$19,427	\$15,938	\$21,394	\$22,970	\$21,618	\$20,677
Per Capita Income	\$10,359	\$8,341	80.52%		\$9,658	\$7,025	\$9,118	\$7,839	\$8,045	\$7,704
Household Type										
Occupied Households	42,789	6,556	15.32%	3	1082	189	1264	1514	2265	239
Owner Occupied	22,109	2569	11.62%		232	61	326	624	1154	172
Renter Occupied	20,680	3987	19.28%	3	850	128	938	890	1111	67

LAKEWOOD NEIGHBORHOOD

Source: 1980 Census

Lakewood's Three Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Lakewood	Lkwood % Of City	5048.02 1980	5048.03 1980	5048.04 1980
Total Population	106,618	13,158	12.34%	4,664	2,007	6,487
Persons by Age						
Newborn - 04 years of age	5,805	659	11.35%	314	96	249
05 - 14 years of age	13,279	1,392	10.48%	627	176	589
15 - 19 years of age	9,273	860	9.27%	381	117	362
20 - 44 years of age	45,913	4,203	9.15%	1,917	632	1,654
45 - 64 years of age	23,571	3,880	16.46%	905	705	2,270
65 years of age and older	8,777	2,164	24.66%	520	281	1,363
Median Age	31.0	38.4	123.87%	29.5	44.2	50.8
Male	52,849	6,400	12.11%	2357	1016	3027
Female	53,769	6,758	12.57%	2307	991	3460
Household Type						
Total Households	42,932	5,495	12.80%	1800	859	2,836
Total Families	27,560	3,686	13.37%	1150	587	1,949
With Own Children <18 yrs	12,848	1,149	8.94%	548	145	456
# of Children <18 yrs.	22,656	2,280	10.06%	1059	287	934
Female HH, No Husband Present	3,950	396	10.03%	146	67	183
Percent of Households with Children	29.93%	20.91%	69.87%	30.44%	16.88%	16.08%
Average # of Children for HH with Children	1.76	1.98	112.53%	1.93	1.98	2.05
Race						
White, Not Hispanic	79,610	9,339	11.73%	2953	1,435	4,951
Minority (Non-White)	27,008	3,819	14.14%	1,711	572	1,536
Percent Minority Population	25.33%	29.02%	114.58%	36.69%	28.50%	23.68%
Nativity						
U.S. Native, Born in California	42,400	4,521	10.66%	1671	652	2,198
Foreign Born, Not U.S. Native	16,363	2,108	12.88%	715	383	1,010
% Foreign Born	15.35%	16.02%	104.39%	15.33%	19.08%	15.57%
School Enrollment & Type of School						
Nursery School	1,358	131	9.65%	64	30	37
Private	854	57	6.67%	32	15	10
Kindergarten	1,180	95	8.05%	47	7	41
Private	165	15	9.09%	12		3
Elementary (1 to 8 years)	10,851	1,141	10.52%	498	136	507
Private	1,418	75	5.29%	41	17	17
High School (1 to 4 years)	6,854	710	10.36%	327	65	318
Private	620	57	9.19%	27	11	19
College	9,185	785	8.55%	361	149	275
Percent K-12 in Private Schools	11.67%	7.55%		9.17%	13.46%	4.50%
Mobility for Persons 5 yrs.+						
# Lived in Same House in 1975	43,797	5,857	13.37%	1,849	844	3,164
% Lived in Same House in 1975	43.44%	46.86%		42.51%	44.17%	50.72%
Place of Work						
Worked Inside Santa Clara County	49,988	5,111	10.22%	1757	838	2516
San Jose-Downtown	562	66	11.74%		21	45
Remainder of San Jose	3,955	358	9.05%	86	22	250
Palo Alto	5,254	488	9.29%	159	68	261
Los Altos	647	14	2.16%			14
Mountain View	7,146	820	11.47%	261	167	392
Sunnyvale	20,484	2,269	11.08%	753	427	1,089
Santa Clara	6,401	682	10.65%	314	116	252
Campbell	199	37	18.59%			37
Milpitas	301	40	13.29%	25		15
Remainder of Santa Clara County	5,039	337	6.69%	159	17	161
Worked Outside Santa Clara County	5,249	687	13.09%	204	87	396
Place of Work Not Reported	5,289	877	16.58%	348	159	370
% of Employed Residents Working in S'vale	37.08%	39.13%		38.40%	46.16%	37.40%

LAKWOOD (Continued)

Lakewood's Three Census Tracts

DEMOGRAPHIC CHARACTERISTICS	Total City: 1980	Total Lakewood	Lkwood % Of City	5048.02 1980	5048.03 1980	5048.04 1980
Persons 16+ by Labor Force Status						
Civilian Labor Force (CVL)	63,054	7,089	11.24%	2,508	1,181	3,400
Employed	60,850	6,886	11.32%	2,434	1,146	3,306
Unemployed	2,204	203	9.21%	74	35	94
Percent (CVL) Unemployed	3.50%	2.86%		2.95%	2.96%	2.76%
Females, 16 years and Over	43,814	5,699	13.01%	1,814	873	3,012
With Own Children Under 6 years	5,053	487	9.64%	235	74	178
In Labor Force	2,718	305	11.22%	121	69	115
Married, Husband Present	22,670	3,113	13.73%	873	552	1,688
In Labor Force	13,025	1,512	11.61%	502	285	725
Civilian Persons 16 to 19 years	7,735	685	8.86%	350	73	262
Not Enrolled in School	2,256	259	11.48%	149	31	79
Not High School Graduate	956	131	13.70%	86	13	32
Employed	633	78	12.32%	41	13	24
Unemployed	84	3	3.57%	3		
Not in Labor Force	239	50	20.92%	42		8
Unemployment Rate	11.72%	3.70%		6.32%	0.00%	0.00%
Persons With a Public Transport. Disability:	1,968	401	20.38%	111	60	230
Persons 16 to 64 years with Trans. Disabil.:	805	123	15.28%	51	21	51
Persons 65 years and Older with Tran. Dis.:	1,163	278	23.90%	60	39	179
Income in 1979						
Households- Total	42,789	5,517	12.89%	1,774	892	2,851
Less than \$5,000	2,262	261	11.54%	83	46	132
\$5,000 to \$7,499	1,769	315	17.81%	115	23	177
\$7,500 to \$9,999	2,041	269	13.18%	60	47	162
\$10,000 to \$14,999	5,689	809	14.22%	214	119	476
\$15,000 to \$19,999	5,878	830	14.12%	292	152	386
\$20,000 to \$24,999	5,968	811	13.32%	349	81	381
\$25,000 to \$34,999	9,130	1,235	13.53%	399	210	626
\$35,000 to \$49,999	6,923	751	10.85%	211	134	406
\$50,000 or more	3,229	236	7.31%	51	80	105
Median Household Income	\$23,059	\$21,807	94.57%	\$21,444	\$23,625	\$21,464
Median Owner-Occupied Household Income	\$29,798	\$22,916	76.91%	\$23,371	\$29,004	\$21,306
Median Renter-Occupied Household Income	\$18,207	\$19,776	108.62%	\$19,963	\$15,274	\$21,848
Median Family Income	\$27,270	\$25,043	91.83%	\$23,867	\$27,976	\$24,853
Per Capita Income	\$10,359	\$9,767	94.29%	\$8,758	\$10,998	\$10,112
Household Type						
Occupied Households	42,789	5,517	12.89%	1774	892	2851
Owner Occupied	22,109	4,214	19.06%	1064	685	2465
Renter Occupied	20,680	1,303	6.30%	710	207	386

Policy 5.1.3

COUNCIL POLICY FORMSUBJECT: Human Services PolicyPOLICY PURPOSE:

The City of Sunnyvale has recognized the need for Human Services and has provided or supported such services in the areas of transit, nutrition, law enforcement, training, special recreational programs and housing facilities.

The City establishes this Human Services Policy to insure that Human Services are identified and provided in the most efficient and effective manner.

POLICY STATEMENT:

- I. City shall seek to have as many Human Service needs as possible met through other resources in the following priority:
 - o self-help
 - o private non-profit organizations
 - o other government agencies
- II. City shall assume an advocate role to manage the use of its resources to meet Human Services needs in Sunnyvale in the following areas:
 - o Encourage and advocate coordination and cooperation among organizations providing Human Services in Sunnyvale;
 - o Advocate, encourage, and wherever possible, facilitate the co-location of Human Services providers;
 - o Actively pursue the cooperation of Federal, State, County and other agencies to enhance the quality and availability of Human Services to Citizens of Sunnyvale.
- III. The City may assume the role of a direct service provider of Human Services when:
 - o Specifically targeted intergovernmental funds (such as CETA, CDBG) are available for which the City could most cost-effectively administer the Human Services programs (rather than outside groups) to address significant community needs; direct service provider role will terminate when such funds are no longer available; or
 - o Specific community needs are identified and the General Plan, City policies or action plans provide for the City to take on such a role.
- IV. The City may assume the role of an indirect service provider of Human Services when:

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- o Specifically targeted intergovernmental funds (i.e. CETA, CDBG) are available to the City but another agency could most cost-effectively administer the Human Services Program to be addressed by the funds. Funding to the provider will terminate when such funds are no longer available, or the provider can no longer provide the service, or the specific community need has been fulfilled or the City determines to take on the service directly.
- V. The City may provide limited financial assistance to qualified outside groups if:
 - o The program proposed for funding does not duplicate existing services, addresses a significant community need or facilitates the co-location of Human Service providers in the City of Sunnyvale; augments (but does not duplicate) service provided directly by the City, provides the service at a cost lower than the City can provide or is the most logical service provider; and provision of such services is compatible with the City's General Plan, policies or action plans; and
 - o The program for which funding is requested qualified under the City's Outside Agencies Funding Policy.
- VI. The City will annually review prevailing conditions of human needs within the City and give appropriate attention to Human Services Policies in City Planning.

Report to Council No. 81-617

Approved by City Council on October 13, 1981

Deputy City Clerk Certification Care Ann Butler

Policy 5.1.4

COUNCIL POLICY FORMSUBJECT: Outside Groups Funding Policy

The subsections of this policy are provisions intended to implement its purpose. These subsections are as follows:

- o Policy Purpose
- o Policy Statement
- o Proposal Funding Categories
- o Application Policy Statement
- o Evaluation Process
- o Coordinated Funding Schedule

POLICY PURPOSE:

The purpose of this policy is to establish guidelines for funding programs/services for the City which may be provided by outside groups. This policy is necessary to:

- I. Provide a cost-effective approach to provision of City services by establishing a process through which outside groups can be funded to provide needed service;
- II. Establish a methodology by which programs/services proposed by outside groups can be assessed;
- III. Establish an evaluation system which assures equity in the process of funding considerations by Council;
- IV. Establish the type of funding commitment which the City will provide.

POLICY STATEMENT:

The City will consider funding outside groups if the programs proposed conform to the "Proposal Funding Categories" criteria below. Groups qualifying under the funding criteria will be evaluated in relation to existing City policies.

PROPOSAL FUNDING CATEGORIES:

Programs for which funding is requested must qualify in one of the criteria below. Proposals not fitting into these categories will not be evaluated nor considered for funding:

- I. Seed Program. Funding for start-up of new programs designed to meet a significant community need or problem. Proposers must demonstrate a high probability that funding can be sustained beyond the commitment of City funds. Initial funding for seed programs is limited to one year; second year funding is possible if program demonstrates good performance, proposer has continued need for start-up funds and proposer has developed future commitments for on-going funding.

- II. Project. Funding of one-time projects designed to address a significant community need or problem. Funding of such projects shall be limited to a specific time-frame, usually not more than one year.
- III. Emergency. Funding of operational programs offered in the community which meet an existing need. Proposers and programs qualifying under this criterion must demonstrate 1) good performance of current programs; 2) that financial difficulties will largely curtail the services to City residents; and 3) a reasonable probability that future funding to continue the program can be obtained from other sources. Funding for programs qualifying under this criterion shall be limited to one year.
- IV. Indirect City Program. Funding of programs and services to address identified community needs or problems (in City General Plans or other policies) through direct financial support and/or in-kind contributions. Programs/services funded under this criterion must represent a service which can be more cost effectively operated by the proposer (than the City) or, because of its role in the community, is the most logical service provider. Funding may be provided on a multi-year basis, but is not guaranteed. Continued funding is contingent upon City budget limitations and proposer's previous program performance. Proposer must demonstrate good faith efforts to secure funding for programs/services from other sources.

APPLICATION POLICY STATEMENT:

The City wishes to consider funding of needed and appropriate services in an orderly and rational manner. In order to determine which agencies should be awarded funding, the Council has adopted a formalized application procedure and form to be used for all outside groups desiring to act as a service provider and requesting funding from the City to do so. All groups requesting City funding under this policy will be required to submit a complete application by specified due dates. Public notice of the availability of requests and the specified dates will be provided in ample time for applications to be prepared.

All applicants desiring a grant from the City to provide recreational, social, human or other services will be required to comply with the application procedure and time schedule. All applications will have to meet the three (3) following criteria:

- I. Provide a service consistent with an existing recognized City need, policy, goal or objective.
- II. Request funds for a program or project within one of the four identified funding categories (see above); and
- III. Have completed the application process and the application has been determined to be accurate and complete.

EVALUATION PROCESS:

To assure that all applications for City funding receive due consideration and to ensure that Council is provided with the information it needs to make its funding decisions, the following evaluation process will be applied to requests received:

- I. Applications not received by the due date will be rejected. Applicants submitting applications which are incomplete will have three (3) working days from notification by staff to correct any deficiencies, or their applications will not receive further evaluation.
- II. Staff will determine proposal eligibility based on guidelines provided in this policy. Proposals not qualifying will be recommended to Council for rejection and will not receive further evaluation.
- III. Applications qualified for consideration will be brought forth to Council, with a staff recommendation as to the appropriate citizen's advisory body which would evaluate the proposal.
- IV. Staff will prepare a technical evaluation of the applications before submitting to the advisory committees.
- V. The advisory groups will conduct formal evaluations of the applications, including the opportunity for each group to present its program to the advisory committee for evaluation. Staff and advisory committees will make recommendations to the City Manager and Council such that the proposals will be in rank order of priority.
- VI. The City Manager will review the proposals and recommend to Council which programs should be funded, taking into consideration other budget priorities.

The advisory committees will develop evaluation criteria appropriate to their areas of concern. Staff and the advisory committees will apply these criteria to all applications reviewed. In general, these evaluation criteria include (but not be limited to), the following guidelines:

Critical Evaluation Factors. Each of these factors must be met for the program to receive a recommendation for City funding.

- o The organization must meet minimum eligibility standards to receive funding. (Reference: Attachment I)
- o The organization and its program must have demonstrated good performance and capability to effectively provide this program.
- o The organization and its program must deliver services in a cost-effective manner.
- o The organization must be an appropriate agency to deliver this program.
- o The program is not a duplication of services provided in the same service area.
- o The organization and its programs must have a good management system, especially financial management.

Policy 5.1.4

- o The proposed program has a contingency plan for funding if City support is limited or eliminated in the future (critical for seed programs).

Favorable Evaluation Factors. The proposed program must address one or more of the following factors, particularly the first four, to receive a positive recommendation. Programs that meet all or several of the criteria are in a stronger position to receive a positive recommendation.

- o The proposed program addresses or relates directly to a general plan policy or action statement.
- o The proposed program is a needed enhancement of an existing City program or program direction and can be better performed by an outside group than the City directly.
- o City practice is to fund programs which address similar needs.
- o The program has a diverse funding base, as opposed to reliance upon City funds to support its operation.
- o The extent to which City funds are leveraged with other funds to provide services. It is very favorable if City funding requested for the program is limited to 10% or less of program budget.

Other Funding Guidelines. These guidelines are applied to the recommendation regarding the amount of funding for the program, after it has been determined that funding is recommended.

All Programs

- o Funding is not to exceed the benefits provided to Sunnyvale residents. (Funding may not exceed the pro-rata share of Sunnyvale residents relative to the overall budget.)
- o Travel expenses must clearly indicate in-county versus out-of-county travel.
- o The "surplus" or "contingency fund" of the organization should be used to fund programs in lieu of City funds to the extent it exceeds reasonable limits based upon the activities of the organization and its program. Generally, the surplus should not exceed three months operating budget.

Indirect City Programs

- o If there are no significant service level changes in terms of the type or quantity of services provided, subsequent years funding will be limited to the inflationary adjustment used in preparing the City budget. Additional units of service demand of the type approved in previously considered programs, will be favorably considered. Changes or enhancements in the type of services provided will be independently considered in the same fashion as a new application.

Co-Sponsored Clubs

- o Youth sports groups are to be subsidized at the rate of \$2.86 per participant in the base year of 1985/86, with adjustments for inflation made for the base year, except that the general provisions regarding surplus funds will take precedence.
- o The amount of subsidy for any sports/recreation group is not to exceed an amount equivalent to that which is raised from its membership through fees, less fee waivers for economically disadvantaged members.
- o Non-expendable equipment purchases exceeding \$200 should be considered as "project" costs and funded separately from indirect City programs. Only extraordinary (from normal operations) one-time equipment purchases will be considered for funding under project funding for indirect City programs.

Human Services Policy. In addition to the evaluation criteria noted above, the City has an adopted "Human Services Policy" that is applicable to the evaluation of outside group applications. The Human Services Policy is to be considered by staff and advisory groups in making recommendations to Council.

Based upon the above criteria (as appropriate) and any additional criteria developed by staff and advisory bodies, proposals will be rated and recommended for funding. Those funded will receive specific performance standards upon which on-going performance can be evaluated. In addition, the advisory committees will be charged with monitoring and evaluation of programs funded. Past performance is an important factor in the decision to fund programs.

COORDINATED CALENDAR:

In order to show the relationship between the funding cycle for outside groups and the City budget process, a coordinated calendar will be prepared annually. This calendar shows the integration of requests from groups requesting funding from the Community Development Block Grant Funds, Revenue Sharing Funds, City General Fund (including in-kind contributions) of other resources available to the City.

Report to Council No. 81-617

Approved by Council on October 13, 1981

Amended by Council on November 25, 1986

Deputy City Clerk Certification Carol Ann Zutler

Policy 5.1.2

COUNCIL POLICY FORM

SUBJECT: Child Care Policies

POLICY PURPOSE:

The purpose of this policy is to establish a City role in child care. It also provides staff with direction about which child care opportunities to pursue.

POLICY STATEMENTS:

I. Childcare Legislation

The Sunnyvale City Council is concerned with the affordability, availability and quality of childcare available to its residents and employees of its business community. It is recognized that addressing this need will require a partnership among Federal government, state government, the business community, local government and non-profit agencies. However, it is Council's belief that the federal and state governments have a primary role in assuring that the childcare needs of its populace are addressed. Federal and state governments should develop comprehensive plans to deliver and fund those services and provide appropriate incentives to encourage employers to provide childcare opportunities for their employees. Specific legislation that Council will support includes legislation that:

- o Provides funding targeted to address the childcare needs of low-income individuals;
- o Establishes demonstration projects to test alternative childcare delivery models;
- o Establishes employer incentives, such as tax credits to encourage employers to share in providing childcare for employees;
- o Provides adequate funding of existing childcare programs, including appropriate cost-of-living increases;
- o Establishes the public school system as the primary delivery agent of state-sponsored child care programs;
- o Establishes quality child care programs by appropriate regulations to protect health and safety, but minimizes regulatory obstacles;
- o Provides incentives to increase the quality and wages of childcare workers.

This policy establishes that the City Council does not view itself in a primary role in assuring childcare needs are met; rather, that is viewed as an appropriate role for federal and state governments. The policy statement calls for legislation to address specific childcare objectives and issues.

II. City/School Cooperative Efforts

The City will support ongoing cooperative efforts with local school districts to increase the availability of childcare. Priorities to be addressed are to maintain the inventory of existing childcare slots available at school facilities (whether opened or closed); to develop additional childcare slots at school sites, particularly for those in Sunnyvale where no site now exists; explore with the districts potential ways to expand the child development and state pre-school programs, especially targeted to at-risk youth; to explore establishing additional extended care programs at school sites where the needs are most acute; and to encourage the training of day care personnel.

The implications of this policy are: 1) the City will make reference to the need to maintain facilities for childcare uses in appropriate elements and subelements of the General Plan as they are amended or adopted (Land Use, Open Space, Socio-Economic); 2) the City will work with the school districts regarding childcare, including ways to protect the inventory of sites; 3) the City will explore with the school districts means of developing and funding additional day care at school sites including expansion of day care by installing portables; 4) the City will jointly study with Sunnyvale School District the possibility of expanding the child development and state pre-school program (some funding from an outside source may be needed to assist with start-up costs for the program); 5) the City will explore ways of establishing and funding additional extended care programs at school sites; and 6) the City will work with high schools and junior colleges to develop day care training programs.

III. Support for Family Day Care Homes (FDCH)

The City will support activities designed to increase the availability and quality of family day care homes in Sunnyvale. Priorities include developing more infant care slots; improving the quality of home care; and increasing the numbers of licensed providers. The City will coordinate with the licensing agency to assist in facilitating the licensing procedure.

Implications of this policy are: 1) the City will participate in and perhaps lead efforts to recruit and support FDCHs; 2) the City will explore the possibility of providing program services to home care providers through the Recreation Division and Library; 3) the City will promote programs to encourage unlicensed homes to become licensed; 4) the City will coordinate with other agencies such as community colleges, in order to develop an educational/training program for FDCHs; and 5) the City will work with the county to facilitate licensing procedures.

IV. Daycare Centers

The City will support the development of additional day care centers and improving the quality of their services in Sunnyvale. Priorities will be to provide support services for day care center programs (similar to FDCHs) and to review the possibility of expanding daycare uses in churches.

The implication of this policy is that will: 1) explore ways to provide support services to day care centers, possibly in conjunction with some services to be provided to FDCHs; and 2) explore the potential of developing more daycare uses in churches.

V. Support for Childcare in the Private Sector

The City will advocate for and support measures to encourage and involve industry in providing childcare and/or childcare benefits to their employees. Priority will be given to facilitate efforts to establish childcare centers in industrial areas if employers will provide significant financial support for the development of the center(s).

The implications of this policy is that the City would continue in its current childcare policy role regarding industry. The City will cooperate with other agencies in their efforts to increase employer participation in childcare. Staff will actively review the feasibility of establishing one or more childcare centers in industrial areas of the City. However, the City would not develop the center itself, but would act in a coordinating role with other businesses and childcare agencies. Some funding from an outside source, i.e. state grants, may be necessary in order to make this feasible. This policy would also be consistent with Council efforts to develop childcare facilities in developments. Should Council adopt that option.

VI. Subsidized Childcare

As a general policy, the City will not directly subsidize childcare through general fund money. Subsidized childcare will be provided as needed to low-income individuals who participate in JTPA training with JTPA funds in accordance with JTPA guidelines.

This policy means that the City will not directly subsidize childcare services with its general fund, but does not rule out that possibility if other funding sources are available. It should be noted that this policy would suggest that the City should not expand its fee waiver on childcare with general funds. However, staff believes that this issue should be evaluated in the context of its recreational services and a possible exception for that program alone should be reviewed.

Other implications of this policy are that the City will be committed to allocating a portion of JTPA funds to assist JTPA clients with children while they are in JTPA-sponsored childcare programs. This provides flexibility in how care is provided, but clearly establishes the priority. The City will also advocate for state grants to assist with the funding. The City does not, however, view its role to use general funds to fund subsidized care beyond the funding provided with JTPA funds and related state programs.

VII. Resource and Referral

The City will support efforts to improve the accessibility, availability and quality of childcare resource and referral services to Sunnyvale residents. Priorities include establishing a resource and referral office in or near Sunnyvale; improving the capability of resource and referral services to develop additional childcare slots; and improving the quality of referral services available.

Implications of this policy are that: 1) the City will advocate for the establishment of an office in or near Sunnyvale; 2) the City will review alternatives and funding sources available in order to upgrade the quality of service; and 3) the Council may be asked at a future time to provide incentives, such as office space, to establish a site or enhance services.

VIII. Funding Policies

City general funds expended for childcare should be leveraged to increase the supply and quality of childcare, especially infant care and extended care. City general funds shall not be used to provide or subsidize the provision of childcare programs on an on-going basis except where an integral part of City programming, such as the Parks and Recreation fee-supported after school PALS program. City general funds may be used for Council initiated child care studies and coordination amongst various provider agencies and groups. City general funds may be considered in circumstances where funds can be effective in achieving policy goals through one-time capital/project funding and matching funds for support activities. Funding should be sought out through grants and other sources to allow for the implementation of City childcare policies. Non-general funds may be used to support childcare programs and activities consistent with the childcare policy such as the NOVA Childcare program or grants or intergovernmental funds the City may receive specifically for the provision of childcare. The City's financial commitment to such direct programs ceases with the non-general fund sources. Childcare agencies/providers that receive City funds or indirect subsidies (such as below-market rents) are strongly encouraged to pay competitive compensation to their childcare employees.

The implications of this policy are that the City will not spend City general funds for direct childcare services, whether provided by another agency or by the City. However, this limitation does not apply to services that are provided through ongoing City programs that are supported by other General Plan Goals, Policies and Action Statements, such as services provided by the Library and Recreation Division. It may also fund capital/projects or provide matching funds for activities that leverage available childcare resources through support activities. General funds may be used to support a childcare coordinator position. The City may also use funds from other sources, such as grant funds, private contributions or funds raised through mitigation fees from development for projects or programs that increase the quantity and quality of childcare available in the community. Staff will actively pursue other sources of funding. However, if such funds terminate, on-going support for the program will not be continued with general funds. The City will review the compensation policies of childcare agencies that receive direct or indirect subsidies from the City as an indicator of the quality of services provided.

IX. Intergovernmental Cooperation.

The City will coordinate with local government agencies to develop cooperative child care policies and programs and identify ways in which agencies can jointly enhance childcare services.

The implication of this policy is that the City will establish cooperative relations with other local government agencies to facilitate the development and provision of child care services. Priority will be given to development of cooperative agreements with agencies which provide services that cross jurisdictions i.e., school districts may offer services in more than one city. The City may develop programs jointly with schools and adjacent cities to provide services to the entire student body at a given school which serves more than one city (such as extended care programs). The City will participate in joint efforts that facilitate cross-jurisdictional cooperation.

Report to Council No. 80-192, 88-116 and 89-51

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Amended by City Council on January 31, 1989

Deputy City Clerk Certification Carol Ann Butler